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June 1986

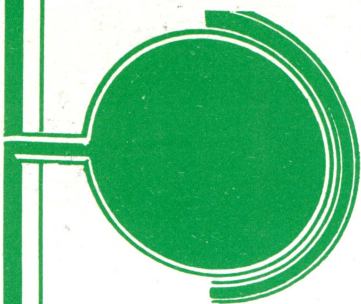
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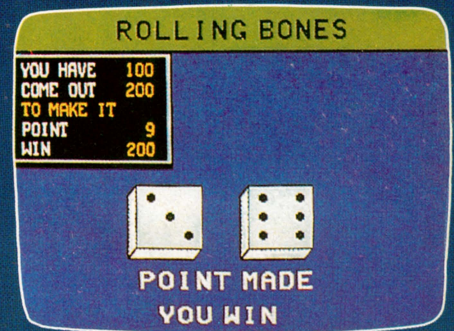
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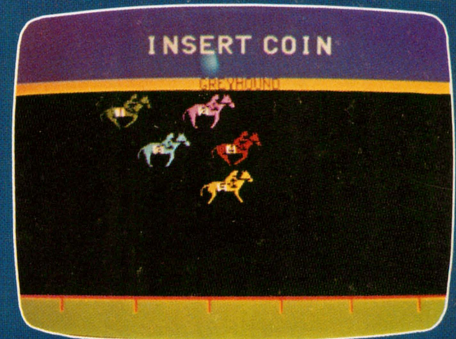
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# Operators And Distributors Welcome The Forthcoming New, Small, Dollar Coin And New Bills "A Good Thing For The Industry"

## ...Allowing 3 Plays For \$1 And 5-6 Plays On Older Machines

It is generally conceded that the new \$1.00 small coin when it comes along at the beginning of next year will be of much more use to vendors than it will be to Music, Games and Amusement Operators. This is because many vended items to-day carry prices of a dollar or even exceeding three dollars and that needs a lot of coins, even quarters.

Music, Games and Amusement operators price plays at 25¢, 50¢ and 75¢ for pool in some cases. Even so they believe that a small \$1.00 coin can help their businesses because pool will "sell" at \$1.00 and it will be very useful for multiple player machine pricing and for the purpose of simply getting more money into Juke Boxes and games by "good deal" pricing.

Operators also realize costs of accommodating the new coin to their games will have to be borne but believe that people will, after a time, think of it as just "another coin", not worth too much and easy to spend. They also have shown considerable interest in the new series of readily validatable bills, the \$5.00 example of which is imminent. Equipment suppliers and vending people are, of course, highly delighted by new versions of coins and paper money.

**Don Blowe**, Executive Secretary of the CAMA Canadian Automatic Merchandising Association was ecstatic over the announcement by the Minister of Supply and Services of

the Conservative Federal Government late in March that a new compact, convenient \$1.00 coin would be brought into circulation at the beginning of 1987. He said, "This is something vendors have been wanting to happen for years and now it's coming into reality so we're pleased about that."

The CAMA has had a very knowledgeable number of its members in its coinage committee for many years. People such as, Jay Moyer, George Kierstead, Ed Fraser and others have given a great deal of their time, effort and expertise to make known to the Federal Government the extreme interest of the vending industry in all matters dealing with coinage and currency.

It's been a long battle but the Association has made its mark on the politicians and for quite some time they have been taking us seriously and paying attention to venders' needs and views. Inflation has played havoc with the running of vending machines in many ways but nowhere more so than the coinage people use to make purchases from vending machines. Quite simply, devaluation of money has meant that large numbers of coins now have to be put into a vending machine to buy the same item one single coin used to buy not so long ago. And, who goes around with several dollars worth of "change" in a pocket or, purse, if it can be avoided?

*Continued on page 6*

### Canadian COIN BOX Magazine

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# **New Canadian \$1 Coin Offers Coin Machine People Great Opportunities For Increased Profits . . .**

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## **Revised Bank Notes Starting In May — Small \$1.00 Coin Next January**

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*Continued from page*

Vending is no longer the convenience it used to be when 10¢ or 25¢ or, a couple of the latter would buy any vended item. We believe this has worked against vending and we feel that a new dollar coin will make it much easier for the public to buy things out of vending machines. Now, what all vendors must do is to convince the public that the new "small" dollar coin will be a good thing for them as well as us. As for new bank notes, anything which will make them more secure and useable by vending people is a good thing."

### **Ed Fraser of Coinco**

Another person who is ecstatic about the forthcoming dollar coin is **Ed Fraser, V.P. and head of Coinco**, the country's only manufacturer of all manner of coin validators and changers as well as other items for the coin machine industry.

**Coinco**, though of American parentage owes its Canadian origins and undoubted success to Mr. Fraser who started the company in his garage some twenty years ago. Ed has been a most dynamic personality within the Canadian industry and a great promoter of the new, small, dollar coin. He believes anything good for the industry is also good for his firm and he's about right.

**Ed Fraser** has been a member of the C.A.M.A.'s coinage committee for many years and probably closer in touch with the new \$1.00 than anyone in the Canadian coin machine industry, and probably knows more about the problems of validating and in-machine industry dealing with coins internationally than anyone else in the country.

Consequently Ed is able to report that Coinco is all ready to provide coin machine users with whatever is necessary to take, accept or reject, hold and make change when a new \$1.00 piece is put into a vender, game, etc. He notes much existing coinage equipment can be modified to take the new coin and that it can be compatible with the U.S. "Anthony" \$1.00 piece. He was, however, very non-committal in respect of conversion costs saying they depended very much upon the vendor involved and what the

operator wanted to do for the new coin. They could run from \$35.00 for the simplest application to perhaps \$300.00 for the largest and most sophisticated installations where multiple pricing and change making ability was needed with say a large general merchandiser.

Mr. Fraser did note however, that the average operator wouldn't of necessity have to go to \$1.00 coin acceptance with machines selling low priced items but it would be invaluable for items costing over a dollar. Operators could of course, also get tough competition from others who used \$1.00 coin acceptance on a large scale.

Ed Fraser also hinted strongly that his company wouldn't be "left at the starting post" when it came to bill acceptance and the new Canadian bank notes would make that much more practical and secure.

### **Paul Janda Of The Firm Of New Way Sales Ltd., Of Toronto**

Paul is well experienced as an operator and equipment seller and has been for many, many years. . . . He said that many of his company's operator customers were talking about the new forthcoming dollar coin in a positive manner.

**"The industry desperately needs to get prices up because operating costs have gone up so much, at 25¢ play inflation has meant that one is only at about real 10¢ play in terms of buying power, and that means people aren't getting a reasonable return on their investment. . . what they should have and need!"**

"Cigarette vending has been badly hit because who carries around three dollars or thereabouts in change to buy a packet? Therefore, people don't buy as many cigarettes from venders any more. A new small dollar coin should help a bit there even though it's still not ideal because a purchase requires too many coins. . . but it will be better."

"What we, as Music, Games and Amusement operators are really selling is time, we can't cut down on it or players won't use our machines. Thus, because of inflation we've lost out — there are no corners left to cut. Unlike other sellers of things we can't cut portions or quantities, use

*Continued on page 8*



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# New Coins Increased Revenues 30% In Britain's Coin Operated Equipment!

*Continued from page 6*

cheaper ingredients or materials. We come out of inflation very badly, there's only so much time."

"I suppose the new \$1.00 coin is going to need new coin chutes and in venders new changers and of course, new counting machines will be necessary to handle them. . . . That'll cost money but, you've got to spend it to make it. In business there are only so many chances to do things and move ahead and they should be taken, and if a bit of expenditure is going to give a game a good run, it's well worth it."

## Three Plays For \$1.00 With Top Games Like William's "High Speed"

"Take the pinball "High Speed" which is a real winner and will play well at 50¢, it'll bring in even more if three plays for a dollar could be offered on it. I can see that with the way things are going \$1.00 play is going to have to come. A dollar coin will bring that time nearer just as 25¢ pieces made it easy to go up from 10¢ play." **Mr. Janda** sees more trouble in picking up and dealing with more and heavier coins, "But that's part of the whole!"

## Stan Dons Is The Biggest Arcade Operator In Alberta

Don's Vending runs two large modern Arcades, 480 pieces, in the West Edmonton Mall, the world's largest. His company also runs five other arcades in Edmonton, and Wainwright near a large army camp. Stan used to be the province of Alberta's major distributor too, but is now out of the selling side of the Music, Games and Amusements industry except for used equipment. Stan says he's not enamoured by a new small \$1.00 coin. . . . He doesn't like the idea of having to change coin chutes and accepting equipment because he doesn't think a dollar coin is going to cause games and amusements to get much more play even with the greater pricing flexibility it will give. He does see some use for it in Pool however, he believes \$1.00 pool will work.

## Toronto Distributor And Operator, Tommy Gilchrist

Mr. Gilchrist, president of one of this country's oldest established coin machine firms is for the new coin. He thinks it's much too late in arriving. "It should have been issued many years ago. . . . All the same, it will be useful to the coin machine industry" he contends, "much more so to vendors with the higher prices of items they sell than to operators of Juice Boxes, Games and Amusements."

Even though coin chutes and changers will have to be changed, Tommy thinks the new coin will be a help to the industry. Psychologically, he thinks that after a short while in circulation people won't think of the new small one dollar piece as a dollar but just another coin without much value. (Ed: he's right enough there) . . . As a result they won't think twice about spending it any more than they now do with a 25¢ piece.

Mr. Gilchrist is very pro about new Canadian bills with

better qualities for use in bill changers, and he'd like to see them built right into coin machines but at the moment they're much too costly. If they can be reduced in price he feels they'd be great when incorporated into machines.

## Harry Gordon, President Of Centennial Coin Of Toronto

. . . and an ex-President of the **Metropolitan Amusement Association of Canada** — now the **Amusement Association of Ontario**, is head of a large big city operating company. Harry likes the greater flexibility an operator will have with the new dollar coin. He says "it can be used like tokens to offer multiple plays very easily. It will get more play out of a machine old or, new. . . . People will put a single coin and use all the play it permits."

Machines on 50¢ play can get more play at 3 plays for a dollar. And, older games can be given bargain rates of say 5-6-7 plays for a dollar and that will get people to play them when they wouldn't at 25¢ a play."

"As far as dollar play is concerned, I can't see it happening for a long time unless something like the video boom of 1981-83 comes along. It's difficult enough to get large numbers of people to play videos and other games at 25¢. \$1.00 Pool is a possibility though."

"As to new bills, I think they are a good thing, changers are great in Arcades, and \$5.00 changers would also be great in machines, might get people to play more and cut down on staff work."

## Elliot Mintz Of Toronto Coin

. . . a large distributing and operating firm, said "that \$1.00 coins had a place in Music, Games and Amusements but not to the extent that they would in venders because of the much lower pricing for playing leisure time pleasure giving equipment. The new dollar coin could give an operator greater flexibility but against that had to be considered more coin handling equipment and problems, new counters and so on. The economics of going to the new coin would have to be looked at very closely and it might also be wise to see whether it was accepted by the public in a big way."

"New bills with more security features including good validating ability would be a good thing all round but apart from bill changers in certain locations wouldn't be likely to have an impact on this part of the coin machine industry for a while."

## Maurice Basset Who Runs Active Coin

. . . a thousand machine operating company headquartered in St. Boniface (Winnipeg) Manitoba, said: "The new \$1.00 coin will be a benefit to his business. . . . It's about time, it should have been done ten years ago! It will be really useful for pool, and we have over 100 tables! The new coin will also be great for multiple player games, beside which it will be useful for giving customers "deals" which means that one can get a dollar into machines and it'll be easy for them to leave it all there and play. It'll mean changing coin chutes and will require more handling, but all in all it can't help but be good for our business!"



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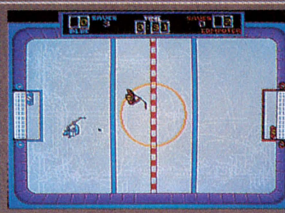
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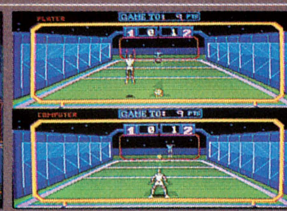
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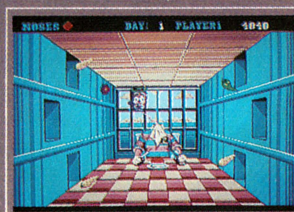
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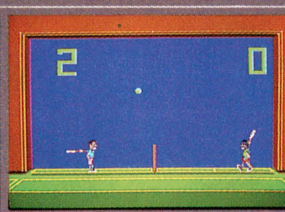
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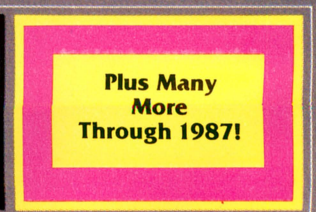
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# Atari Launches Two-Player Gauntlet And Road Runner At '86 Reunion Distributor Meeting



At the banquet dinner. . . Shown here (from left to right) Atari's Shane Breaks, Chairman Masaya Nakamura, Warner V.P. Geoff Holmes, and Atari President Hide Nakajima.



Distributors previewing new Two-Player Gauntlet and System I Road Runner.

On May 21-23 **Atari Games** gathered with over 85 of their distributors for a reunion meeting held at the Mark Hopkins in San Francisco. Distributors and their spouses from across the U.S., Canada and Europe arrived in the city on May 21 for an evening cocktail reception.

The next morning, **Atari** introduced two new games during a magic show. Real life characters from **Atari's Gauntlet** game appeared on stage to transform the original Gauntlet into the **new Two-Player Gauntlet** designed in a smaller cabinet especially for street locations.

The two-player version has all the same successful features of the original game and will fit into any type of location.

The second game was "**Road Runner**" for **Atari's System I**. Road Runner features the popular cartoon characters in a humorous chase where the player takes on the role of the Road Runner trying to outwit his eternal pursuer Wile E. Coyote.

**Atari** also announced a new redemption prize feature on "**Road Runner**", the "**Vend-A-Ticket**" kit which will allow operators to add a ticket dispensing feature on their Road Runner games.

During the breakfast meeting, **Atari President, Hide Nakajima**, shared some good news about **Atari's** performance. He commented, "With the line up of strong products during the year, and the continued support from our distributors, we were able to report a very satisfying profit for the fiscal year ending March 31, 1986. With the industry looking up as a whole and the line up of games we have planned we expect to be in a similar profitable situation for this next fiscal year."

**Atari** reports that they had a terrific distributor turn-out

with almost all of their distributors represented. Also in attendance was **Atari and Namco Chairman, Masaya Nakamura from Japan**, who was recently honored with the prestigious "Blue Ribbon Medal" awarded by Japan's MITI organization for his "contribution to society through industrial promotion." **Geoff Holmes**, Vice President of Warner Communications Inc. and a member of Atari's Board of Directors, was also present for the reunion meeting.

According to **Atari's marketing director, Mary Fujihara**, "We were extremely pleased with the support our distributors showed with their participation, as well as their reaction to our new products. It's been several years since we've had a chance to gather with all our distributors like this and it was great to see everyone together in a relaxed atmosphere."

The San Francisco setting couldn't have been better, as the weather turned out to be perfect for the afternoon yacht cruise. Distributors boarded a 150' yacht, appropriately named "City of San Francisco" for a three hour luncheon cruise around the bay. **Atari's** new games were on board to give distributors more hands-on experience.

The festivities continued with a banquet dinner and dancing that evening in the Peacock Court at the Mark Hopkins. To carry on the traditional round of activities, the following morning a hardy group of distributors and their wives teamed up with some of the Atari staff for a not-so-serious game of golf.

"This reunion was very successful for us, not only as a means to introduce new products but more importantly, getting together with all the great personalities amongst our distributors reinforces our enthusiasm and commitment to this industry," concluded **Mary Fujihara**.



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# Seven Ontario Firms Had Documents And Equipment Seized By R.C.M.P. ... No Charges Laid ... Some Equipment Returned

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"Copying", "Piracy", "Parallel Boards", are words very much used in the Music, Games and Amusements industry of the United States this year. . . . And like most other things these days, this has an impact on Canadian affairs. The concern of the American Games manufacturers and their distributors is very real over video games copyrights and distribution rights, and they claim that billions of dollars per year are being lost to them because some operators in the U.S., and Canada too, are buying what they term "illegal" games or rather the logic boards which are the "guts" of video games.

In the last three months the **American Amusement Machine Association** quartered in Alexandria, Virginia, a "suburb" of Washington has become very active in trying to combat this trend. Although many of these contentious items are "home brewed" right in the U.S.A., Oriental countries are claimed to be their major source of origin — Japan, Taiwan, South Korea. . . . And Canada is looked upon in some cases as the "middleman" in this alleged trade. Certainly Canadian laws in respect of copyright and trade are very different to those applicable in the U.S.

The A.A.M.A. has in the last three months taken on a new Executive Vice President, **Dave Weaver** and one, **Bob Fay**, an ex F.B.I. agent said to be skilled in fighting "white collar" crime with particular reference to piracy and copying. Mr. Fay bears the title of Director of Industry Affairs and Enforcement. His declared intention in his new job is to act on behalf of his bosses to crack down on what they consider copies and "parallel" boards detrimental to their commercial interests. In a news release from the A.A.M.A. dated 19th May, 1986, Mr. Fay cites a recent Court Decision here in a Federal Court in favour of Apple Canada, a well known computer firm against alleged assemblers and sellers of computers identical to the Apple II. He added that "the ruling stated that the programs encoded electronically on silicone chips are considered to be "literary works". The decision further stated that computer programs are entitled to copyright protection."

This news release also said, "Mr. Fay further advised that this decision could affect Canadian customs policy in stopping and seizing counterfeit and parallel PC boards entering Canada and being exported to the United States. Fay stated that he has already been in contact with the officials at the

Royal Canadian Mounted Police headquarters and with Canadian Customs Officials in Ottawa, Canada, and will be meeting with these officials to set up a program for Canadian Customs to offer the same protection to audio-visual games as currently exist for music and literature."

Whether as a result of A.A.M.A. pressure on Canadian institutions, or their own volition, the R.C.M.P. moved against a number of small electronic and games industry firms within the last month. As far as we have been able to ascertain involved were seven companies in Southern Ontario, mainly in and around Toronto. Executives of firms affected say that the R.C.M.P. "raided" their companies' premises and at least in one case home, and have taken into "custody" documents and components useable in video games.

We also learned the seizures were made on the basis of Section 338 of the Criminal Code of Canada. This section deals with fraud and not specifically with copyright matters. Nevertheless, there has apparently been direct involvement in these matters by Americans. We have been advised that with the police, were Americans from several major manufacturing firms and the name **Mr. Fay** also came up from people affected.

## No Charges Have Been Laid

Officers of the **R.C.M.P.** commercial crime branch in Toronto referred queries to an inspector who advised that no charges had been laid when tackled on the matter. He would only describe his forces' actions as investigative . . . which means probing to see whether or not there is any substance to U.S. allegations under which charges can be laid relative to Canadian laws.

A complicating factor relating to the A.A.M.A.'s news release of 19th May, 1986 and Mr. Fay's statements lies in the fact that in the Apple case the Judge's decision has been challenged by virtue of an appeal having been initiated, and we can see another . . . **in what constitutes a computer?** Excise taxes and duties as laid down for coin machines make no reference to computers in describing coin machines imported.

The Canadian firms involved will be appearing in court the latter part of June.



# Road Runner\*,

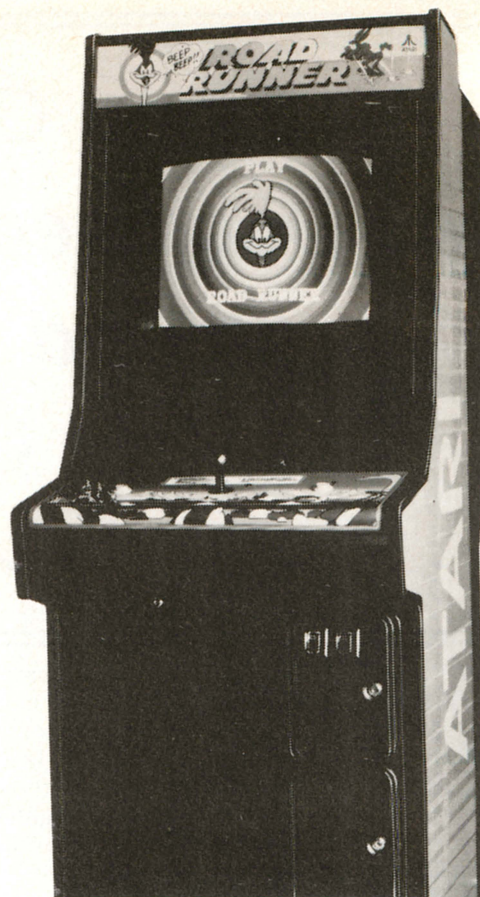
## The Latest For Atari System I

One of the world's most popular cartoons comes to life in a new video game designed specifically for **Atari's System I**. The player becomes the "**Road Runner**" who must outwit his relentless pursuer, Wile E. Coyote.

The coyote continuously tries to catch the **Road Runner** with a series of well-planned attempts involving elaborate devices that the player must try to outmaneuver using a new type of controller, the hall-effect joystick, and a hop button.

Numerous unforgettable stunts and gags from the **Road Runner** series are featured as the player is encouraged to take risks for a high score by picking up piles of seed, teasing Wile E. Coyote (allowing him to follow closely), forcing the coyote's plans to backfire, jumping over mines, eating steel shot and drinking lemonade.

The new hall-effect joystick guides both the speed and the direction of movement of the **Road Runner**. The hall-effect device responds in all directions (not just the standard four or eight), while the swiftness of the Road Runner increases as the joystick is moved to its extreme positions, giving the player a full range of speed and movement.



---

## Atari Games Introduces "Vend-A-Ticket" Option On Road Runner\* ...Increases Player Appeal!

With the introduction of their next **System I** game, "**Road Runner**", **Atari** has introduced a new redemption feature. Called the **Vend-A-Ticket**, operator's can easily retrofit their Road Runner game with this option.

By adding this kit to their game, operators can offer redemption prizes to give players a tangible reward for their playing skills. This feature is the first to be offered for video games, where the skill element is actually incorporated into the game through the software.

By adding the **Vend-A-Ticket kit**, players will see a yellow "win" ticket which appears randomly on each level in the game. Skill is required to collect tickets, as each ticket will appear on the screen for only a few seconds. If the player reaches the picture of the ticket before it disappears, an actual ticket is dispensed.

Operators can adjust payout percentages by selecting options for maximum number of tickets per game, ranging from two tickets up to a maximum of 14 tickets per game. Statistics in the self-test mode show a total number of tickets dispensed to allow operators an easy calculation of the payout.

**Atari** has tested this feature and the results show increased player appeal of the game, as well as higher long-term interest in the game because of the extra strategies and rewards players receive from the ticket feature.

According to **Mary Fujihara**, Marketing Director for **Atari**, "We added this Vend-A-Ticket feature to our "**Road**

**Runner**" game because we are convinced there is tremendous potential for this type of feature on video games if it is done with the right amount of skill requirements. After seeing what has been happening with redemption equipment and talking to many operators, we decided to implement this feature to appeal to a wider range of players ... not just very young or casual players."

"By making the tickets higher value than standard redemption tickets, and minimizing the total that a player can win per game, the frequent and high-skilled players will also find this feature very appealing", explains Fujihara. "Locations can offer special prizes for tickets such as two tickets for a free game token, or 35 tickets for a game t-shirt."

The **Vend-A-Ticket kits** are available through **Atari distributors** and are offered in two kit forms. The full kit includes a **Deltronics** ticket dispenser, mounting plate and template, interface PCB, display sign, decal and complete assembly hardware.

Operators that already have **Deltronics ticket dispenser units** can order the partial kit which includes everything but the dispenser.

Operators who are interested in giving special prizes for Road Runner can order various game promotion items such as Road Runner t-shirts or Road Runner figurines/pencil sharpeners through Atari Customer Service (408) 434-3950.

\*Trademark of Warner Bros. used by Atari Games Corporation under license.



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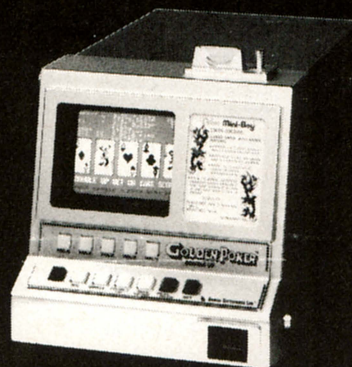
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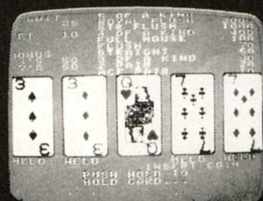
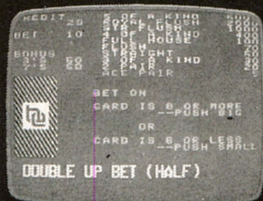
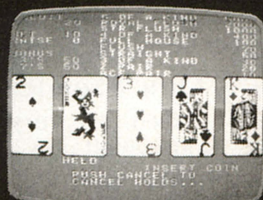
**RAISE:** Player can bet after HOLD up to maximum of original bet.

**BONUS:** Pair 3 and 7 in final hand advance Jackpot scores, which are given to CREDIT if limit is reached.

**HALF-BET:** Player can take 1/2 Score and bet 1/2 on Double up.



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# George's Amusements Operates One Thousand Juke Boxes, Games And Amusements In And Around Montreal

**George's Amusements** is one of the five larger Games and Music operating firms doing business in and around Montreal, P.Q. Owned by Canadian entrepreneur, **George Zergiotis**, this important firm started in 1972 when it was bought for some \$8,000.00 almost on the spur of the moment . . . in fact an overnight decision.

The company was small and in quite a bad state at that time in a somewhat dormant industry in Quebec . . . the Province's industry suffering from one of its usual ups and downs.

Thus, for some time, Mr. Zergiotis had serious doubts about his purchase of the route because it was really very hard going to stay in business and make progress. George, with several other prospering interests had the true entrepreneur's knack and business ability to keep the company going and indeed grow, expand and make money.

Better times and a much improved operating climate came along in 1976 with the changes in the Federal Criminal Code which amongst other changes legalized pinball games. Then, in 1979, when video games started, the industry got another boost even further at a time when those famous early video games, "Space Invaders", "Asteroids" and "Galaxian" appeared on the video scene and that side of the coin-operated games industry really took off to initiate boom conditions a year or so later.

With the new videos, **George's Amusements** also moved into a state of boom and expanded accordingly. Presently, George Amusement Company Inc. operates over a thousand pieces of coin-operated amusement and leisure equipment in and around the city of Montreal, Quebec . . . This extends to some fifty miles outside Montreal.

The company operates over a wide diversity of locations, which include four Arcades, one within Montreal, three in the suburbs, bars, hotels, motels, taverns, plazas, pool rooms, bowling alleys, corner stores, theatres and convenience stores. The largest Arcade has within it, 48 latest pieces of equipment.

George Amusements Inc. employs a staff of 17 qualified employees and has a fleet of fourteen vehicles. They comprise of a van, pickups and cars. All are using natural gas fuel as an economy measure. All minor and major servicing, repairs and conversions are done in the well-equipped shop at 6301 Park Avenue in central Montreal where the firm has its headquarters.

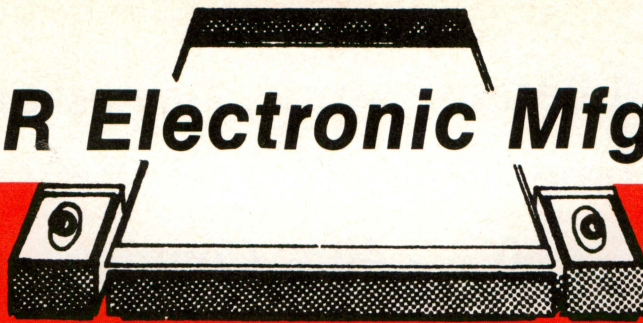
## Quick Service Keeps Our Customers Happy

George is very conscious that his operating company is above all else a service company and as such it is set up to provide that expeditiously and expertly so that client locations' machines are repaired and brought back into service within a very few hours when they occasionally break down.





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### Question:

How is your firm's Arcade business at the moment?

### Answer:

I find it fairly steady as 3 of our arcades are in shopping centre malls which cater to more or less the same people. The other one is on our main street in the downtown area of Montreal which has heavier traffic and longer hours.

### Question:

Are teenagers still playing the videos?

### Answer:

Some of them are, but most of our customers are people between twenty and thirty years old. . . These are the serious players who really appreciate games and love to play them. Teenagers want something new all the time and a lot of them got overwhelmed by the video boom and home games. Once they get tired of games it seems they tend to stay tired of them and something pretty spectacular is needed to get them back again. From my experience there's never been another game to match the **Pac Man Series**. Teenagers are primarily video players and they need new games all the time.

### Question:

You've said your technicians do conversion for your routes. . . You must therefore like them and use a lot of them?

### Answer:

I hear a lot of talk about conversions being bad for this industry but I can tell you if it weren't for conversions (our lifesaver) many of us wouldn't be in this business to-day, and then there wouldn't be any new games sold either, because of being too costly.

### Question:

How are pinballs doing with your firm now?

### Answer:

They've come back quite a lot in the last couple of years and have made up some of the slack caused by the falling off of videos in 1983. They're very popular with older people. . . though teenagers are showing quite a bit of interest too.

### Question:

You mentioned that you also have always used Juke Boxes and still have a number out. . . are they a viable business? What make are they?

### Answer:

They are mostly **Seeburgs** and we use them more to help out and accommodate our location owners who want them. We are not really Juke Box operators as such.

### Question:

What about Pool Tables, do you run tournaments? What variety do you use?

### Answer:

We have a large number of Pool Tables made by Valley and Dynamo. We don't use them for competitions nor do we run tournaments. These do really quite well and are very steady with collections!

### Question:

What is your company's proportion of different types of equipment to-day?

### Answer:

Pinballs comprise about 20% of our total business, Music 10%, Pool 15% and the remaining 55% is Videos. We didn't save any of our old pinballs when videos came in strong and that was an unfortunate move on our part. We scrapped them and lately we've had to go out and acquire a lot of new ones.

### Question:

Is not Loto Quebec interested in using Video machines for gambling possibilities, where's that at now?

### Answer:

They have not finalized this as yet, but we expect it to come through at anytime now.

### Small Businesses Have Suffered From Lotteries

We as an industry, have been used as guinea pigs for Loto Quebec. Provincial gambling has taken a lot of money from people. Loto 649 has put lots of people into debt and killed a lot of small businesses, Arcades, etc. Small businesses have suffered from Lotos and families spend fortunes gambling. It's bad for the coin-operated games business. Government always "pick" on the amusement machine operators.

*Continued on page 51*

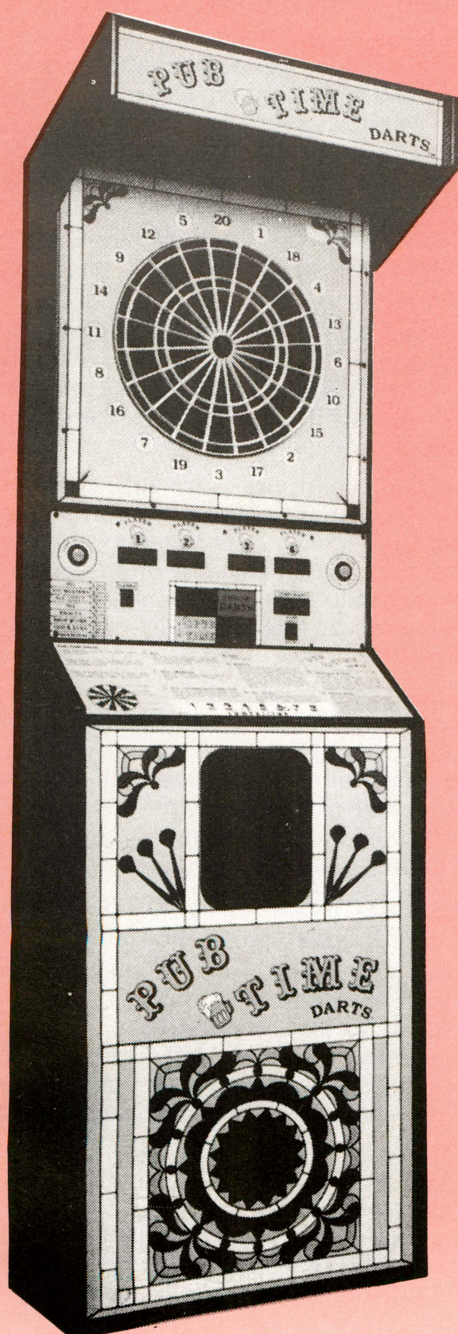




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### Many Locations Now Have 50% Pins

What is now abundantly clear is that Pinballs have recovered much of their old status and the upsurge in their popularity and usage which began some two and a half years ago. A large number of operators have now confirmed that pins are in . . . and whereas a couple of years ago and less, Pingames comprised an average of 10% or 15% of Locations' machines, to-day it would be more like 30 - 40% and in some cases 50/50 with videos. Remember too that many Arcades didn't even "bother" with Pinball during boom days. It is only now that many people within and without the industry have realized the true worth of Pingames as entertainment with universal appeal and as money making coin-operated equipment for their locations.

It is now clear that Pinball games popularity is growing in universality as well as in popularity. During the hey days of videos it was mooted about that pins were a game for older people, those who played it out of nostalgia for the pleasure of their youth.

Now that videos have flooded the industry many younger children and children have discovered Pingames. Also contributing to the resurgence . . . is the new attitude of Pinball games makers, who having lost business in the video decline, have taken a new interest in the older game, and this has had a very practical and important effect on the whole industry.

### Many Excellent New Pinball Games Have Been Produced Over The Last Couple Of Years

**Williams' "Space Shuttle"** was a very good game, its successor "**Comet**" was an excellent Pinball and that company's most recent game "**High Speed**" has proven to be even better.

**Bally's "8-ball", "8 Ball Deluxe"** and "**Lady Luck**" have all been well above average Pingames.

**Premier's (ex Gottliebs) "Rock"** and its latest "**Raven**" have also turned out extremely well and in just a short time ago would have rated tops.

That is an indication of the every high standard of currently produced Pinball games. And, it's very evident that

these pins have played a big part in raising the play and profitability of this fine old game.

**All of which supports the contention that give them a good game, an honest game, a game offering good value, and the public will respond favourably to them and spend a lot of money playing them. Pinball is one game which has stood the test of time.**

To "flesh out" the foregoing, a number of prominent Canadian operators and Distributors have been asked about the state of Pingames to-day. Following are some of their views and recent experiences.

### Ken Burgess Of "Top Hat Family Amusement Centres"

. . . headquartered in Penetanguishene, Ontario, bosses over a thousand pieces of coin-operated equipment over a large area of Central and near Northern Ontario. He has been associated with Music, Games and Amusements for some twenty years and has run his own firm together with his wife **Shirley** since 1972. His jukeboxes, videos, pins, pool table, chexx hockey and "Kixx" soccer games and Amusements and specialty pieces are spread amongst Arcades, numbers of them in shopping Malls and many street locations of various types.

At the end of last year Ken said when asked about the ratio of pins to videos over the past four years, "It's changed considerably. In 1982, we were operating 80% videos to 20% Pin games and we stayed higher on pins than most ops, now we run about 65% videos to 35% Pin games".

To — "Who is playing your pins — are kids going for them?" he replied, "The majority of our pin players are older people, out of their teens — Teenagers play a fair amount but kids don't do much. It's a sort of progressive thing — it starts with teenagers then they play more as they get older because they realize they get really good value in playtime from Pinball".

"Pinball players don't care whether a game is electronic or the older electro-mechanical. In fact, some of our electro-mechanicals bring in more money then the later electronic pins. I keep pulling them out of storage and putting them on locations because people play them longer and of course I already own them so the money is mine — they do require more maintenance though."

### Dave Howison Of Howison Amusements Ltd. Of Ottawa

. . . also operates over a thousand pieces of equipment in Eastern Ontario, East of where Ken Burgess puts his machines. His firm grew to that from the 18 machines it had when the business was begun in 1977. He loves the business which he established after a quarter of a century in the soft drink industry and spells of selling real estate and cars.

Here's what he said about Pingames some three months ago: "In 1980, 75% of the company's revenues came from Pinball machines. By 1982, this had switched around to 75% Video games, Pins and other games and amusements made up the remaining 25%. Now pins have made something of a comeback by some 20% which would drop the percentage of videos down to around 60%."

"Initially for a very few weeks when they are brand new, such games as the Pinballs "**High Speed**" and "**Comet**" can sustain 50¢ play but not for long. We have always, and still do give 5 balls for 25¢ in our Pingames." "We bought





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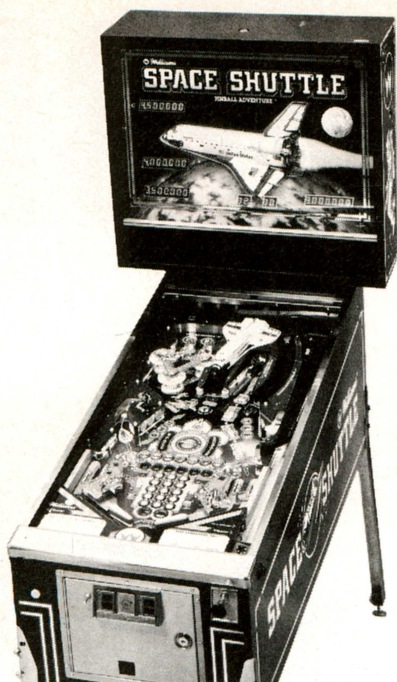
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20 Williams' "High Speed" just after it came out, and it is excellent." Mr. Howison is a very outspoken, no-nonsense operator who places his machines in a great variety of locations, street and Arcades.

### Tommy Farrell Of Toronto

... is another operator who is very experienced and believes in Pinball games. Mr. Farrell is in his forty-first year in Music, Games and Amusements; his **Atlas Coin Machines of Toronto** operates over 500 machines from offices and plant in Toronto and Kitchener-Waterloo. Here are some of his up-to-date views on Pingames. "They're great, carried the industry for decades together with Juke Boxes. When the videos came on and Pinball play fell off, we stored our pins. Now, we've brought them out again... added a lot of new ones and they're great... They were good and they always will be".

"During the time when the video boom was in its earliest days, it might have been thought that the big game of the time Pinball, would have predominated but it didn't, being no more than about 20% of the games in those Arcades. Now (early 1986) the proportion is around 50%."

"Talking about the popularity of videos," he said, "It's not like that now, as pins have come back to a large extent and are good earners right up there with some of the best videos".

Tommy's games are to be found in health clubs, taverns, bars and other places — but about 75% of its business is done in Bowling Alleys including **Jack Fine's Bowlerama chain in Southern Ontario** as well as others. On these latter locations he says, "Depending upon size and other considerations a dozen machines would be about average."

**Everybody plays pins, kids love them as a change from videos". "Pins are a physical game which videos are not and kids have now found that out."**

To the question — "How do you view the new pins?" Tommy replied, "Get the right ones and they're big money makers — Bally's '8 Ball' and '8 Ball Deluxe' were outstandingly good, Williams is the big name in pins now — 'Space Shuttle' was good, 'Comet' excellent and their recent game 'High Speed' is even better."

### The Operating Company Of A.A. Romney of Fredericton, N.B.,

... had this to say about Pinball games... when asked about how those games were doing and whether they had come back. "We never gave up on them during the boom of videos. They've always been a good part of our business and they've come back a bit 6% or 7%, maybe even 10%. We still use a lot of manual models together with electronic Pinball games. Some kids now really like Pingames — They are close to them and often find the games play for a longer time than Videos."

### George Zergaitis George's Amusements Of Montreal

... operates some thousand pieces of coin-operated equipment in and around Montreal in a great variety of locations. Of pins he said — "They've come back quite a lot in the last couple of years and have made up some of the slack caused by the falling off of videos in 1983. They're very popular with older people, though kids are showing quite a bit of interest too," and "Finally, videos declined rapidly and since then pins have come back to some degree."

### Jim Niblock Of J.E. Weatherhead Distributors

... of Burnaby, B.C. has said of Pinball games his company has sited for Expo '86 in two Arcades, "They are performing very strongly". Though primarily video places, Pinballs have a great attraction for players of the general public.

### Toronto Coin

... is a distributing and operating firm which has been going for over half a century. The company's present proprietor, **Elliot Mintz** is the third generation of his family to run the company which currently locates over a thousand machines, many of them in Bowling Alleys, one of its best customers being the bowlerama chain... It also serves a great variety of sites in and around Toronto.

Elliot has some interesting views on Pingames. — "They have been around in various forms for over a hundred years and they are still with us and going strong. It has fallen away at times but it has always come back into high favour and it's doing that now."

In Mr. Mintz's opinion... Pinball is very special in a way video games can't be. Video games have been made available to people publicly and privately through games operators, T.V., computers and home games — all of which have been subject to copying so that they are everywhere. Pingames can't easily or simply be copied so that they are somewhat "rare" compared to videos and can only be found in public locations, bars, bowling alleys, etc. People can only find them in such places run mainly by long established operators and they still played them when videos ran down and they are increasingly doing so to-day."

### Stan Budd Of Funland

... a second generation operator of a hugely successful downtown Toronto Arcades, also reports that Pinball is growing in popularity and the great new games are a big factor in that... He puts this down to manufacturers having recently decided to compete with videos... and this they have done most successfully over the last couple of years.

Most operators concur in most of these observations and agree that as earners latest pins such as "Raven", "Comet", "8 Ball Deluxe", "Space Shuttle", and "High Speed" are right up with the best of videos and in many cases even better... **Pinball is a major factor on the Games Scene!**



# British Game Manufacturer

## COINMASTER

### ...Acts To Protect Canadian Market And Interests

A large British manufacturer and exporter to Canada of H-Lo Poker Boards for amusement games has announced it is acting to support its own market in Canada.

It is **Coinmaaster Manufacturing Limited** of Cardiff, South Glamorgan, Wales, and it has...and is acting in several ways here. It has already sent their **John Evans**, an expert on these types of games to work along with the Montreal Operators group, **L'Association d'Amusement de Quebec** to assist it in dealing with city authorities in respect of some of their bylaws. People such as **Gaetan Laniel of Laniel Canada** have been loud in their praise of Mr. Evan's expertise expended upon their behalf, as well of course Coinmaster's interests.

... Apart from that, **Coinmaster** is attacking copies of its products in two other ways:

- It has warned the industry that it will go after people involved with copies of its games via the courts through the copyright laws.

- It has also taken a financial route, that of offering operators **genuine, original Coinmaster "Hi-Lo Poker" boards** at a very low price. This move is calculated to beat copiers at their own pricing game. At the same time, offering operators the chance to buy and use legally safe game boards.

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## Four Charged In New York With Video Game Piracy

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**Robert C. Fay**, Director of Industry Affairs and Enforcement for the **American Amusement Machine Association**, announced that the New York Office of the Federal Bureau of Investigation has recently ended a two year investigation which has resulted in two indictments and two criminal information complaints against four people in connection with a scheme involving manufacturing and importation of printed circuit boards. The four, Cecily Wachtel, Lynda Hamilton, John Kutkowski, and Carol Landman were charged on counts ranging from conspiracy to infringe on copyrights, copyright infringement, perjury and mail fraud.

Mr. Fay stated that AAMA assisted the New York FBI office by supplying technical assistance, legal research, and copyright certificates directly to the FBI from U.S. copyright holders.

According to court documents, Lynda Hamilton pleaded guilty to copyright infringement. She was charged with selling an infringing "Birdy King II". Cecily Wachtel pleaded guilty to charges of conspiracy to commit copyright infringement and conspiracy to commit mail fraud. Court documents state that Wachtel sold infringing games of "**Pac Man, Jr.**" and "**Ms. Pac Man**" to an undercover agent of the FBI. Both Hamilton and Wachtel are awaiting sentencing.

Kutkowski and Landman, who are now awaiting trial, have been charged with conspiracy to infringe on copyrights and felony infringement of copyrights. According to the indictments, they had operated Hogac Systems, Inc., and Systems, Inc., located in North Babylon, New York and later in Wyandanch, New York. Systems, Inc. sold boards which infringed on copyrights held by the manufacturers and licensees of the games **Ms. Pac-Man, Galaga, Time Pilot — '84, Popeye, Gyruss, Donkey Kong Jr., Jungle King, Pengo, Pole Position, Mr. Do, Pac-Man, Burger Time, and Roc-N-Rope.**

**If convicted on the copyright charges alone, Landman and Kutkowski face fines of up to \$250,000 or imprisonment of up to ten years, or both.**

Kutkowski was also charged with arson and five counts of perjury related to testimony he gave at civil actions brought against him by **Bally Midway and Konami, Inc.**

According to **President Bob Lloyd**, AAMA has made a major commitment to eliminate counterfeit and parallel amusement games from the industry. He has stated that the association will be cooperating with the FBI and other law enforcement agencies as a part of this major drive.



## WARNING

**COINMASTER** is the owner of all copyrights, trademarks and other rights in the video game **COINMASTER HI LO POKER** throughout the world.

This game was designed and developed by **COINMASTER** including the computer programmes used in the game in the playing symbols and letters which appear during the playing of the game. **COINMASTER** asserts that all these works are the subject of its copyright worldwide. **COINMASTER**

As the owner of **COINMASTER HI LO POKER** hereby gives notice that it will take all steps necessary to protect its rights in the game, where appropriate legal proceedings will be instituted against any person manufacturing, assembling, selling, letting, offering or exposing for sale or let, operating or otherwise dealing for trade purposes in machines or boards, infringing such rights, claiming copyright, infringement and passing off and seeking an injunction to prevent such passing off, delivery up of all infringing machines and boards and the recovery of damages, accounting of profits and legal costs, such proceedings may be commenced without warning.



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# Amusement Association Of Ontario Produced A Great Programme For Its Members

1986's second meeting of the **Amusement Association of Ontario** was an outstanding event of great value and interest to the members in attendance. It took place in its usual location, a conference room of the Constellation Hotel nearby to Toronto's International Airport at Malton to the N.W. of the City, from 7:30 P.M. to after 10:00 P.M. on Tuesday, 13th May.

Those present had the opportunity to profit from the Association's new "open format" meeting which went beyond purely business and regulatory matters. At the last meeting at the Constellation the executive announced that three of its members had agreed to share their expertise in industry matters amongst fellow members. This last meeting saw it happen and it proved to be a most valuable, interesting and informative series of pertinent presentations by members **Joe Lou, JAS Electronics of Markham, Ontario, Elliot Mintz, President of Toronto Coin and Jerry Crowe**, partner with Harry Gordon in Centennial Coin of Toronto.

After the routine business of the Association, Minutes, Treasurer's report, etc. had been dealt with, **Harry Gordon** reported on the situation with respect to certain potentially disruptive and restrictive Toronto by-laws. Though this matter is still worrisome to the industry, all is quiet at the moment. . . it is an abeyance though it will likely spark up in the autumn. Then, the assembly heard from three of its members on a trio of different subjects.

## NEW PROGRAMME OF LECTURES FROM MEMBERS

**Joe Lou's** presentation concerned conversions of video games, something of which he has a great deal of knowledge and experience. With this background he was able to tell his audience all about circuit boards, their various characteristics and problems associated with them. Thus he was able to categorize the different boards used in converting video games, and explain them thoroughly to users or potential users. He was able to advise his listeners as to which were the easy to do conversions, which were the best kits, and which were not from a technical and practical serviceability point of view.

**Elliot Mintz's Toronto Coin** is both a Distributing and Operating firm so that he is able to get an overall view of the industry, well beyond what the average operator can easily obtain. From his large perspective, Mr. Mintz was able to impart to his audience extremely interesting information about new games not as yet in general release.

He spoke very well of two new pin games, Bally's "**Motordrome**" and Premier's "**Hollywood Heat**".

Elliot also spoke about the earning capabilities of some of the current "hits" such as "**High Speed**", "**Super-spring**", "**Gauntlet**" and "**Comet**", and also gave people an idea of machines' average "take" in different locations on 6-monthly and yearly base, lifespans and rotation factors were also put forth. The attention given to Pinball games

is noteworthy at this time when pins are doing so very, very well. These were just some of the things Mr. Mintz discussed, all of which were based on up to date first hand experience. His candor and good advice were much appreciated.

Jerry Crowe of Centennial Coin dealt with technical matters. He brought A.A.O. members up to date with information contained in recent service bulletins issued by manufacturers. One of the things he brought up was a repair technique for High Speed flipper linkages. All the information, and there was a great deal of it, given by Jerry was current and down to earth practical. Some knowledgeable people present contended that Mr. Crowe's information hadn't yet appeared in "Star Teck" the technical journal devoted to industry matters.

We have talked to a number of those present and the opinions of this first A.A.O. meeting wherein these "lectures" have been held are that this was a "simply fantastic" session. Much of this obvious delight came from the knowledgeable, in depth and extremely practical advice given by the speakers. Many said, "This was just great. Joe, Elliot and Jerry didn't hold back and so we learned a lot. This is what an Association should be all about, getting together to learn from and help each other." There will definitely be more of this type of meetings. All speakers spent great time and effort to prepare the presentations.

## VALUE ADDED TAX — THREAT FROM OTTAWA

Up to then it had been a great night, but then A.A.O. members got splashed with a cold douche by **Vince Leavy and Larry Smith of Western Automatic, London Ontario**. They brought forward a financial matter being considered by Mr. Mulroney's Federal Conservative Government which could have extremely deleterious effects on the whole of the Canadian coin machine industry. It has been known for a year or so that this government is strapped for money to cover its various activities as indeed some of its members have recently been shown to be by publicity. This government is known to have been looking into V.A.T. as a means of getting its hands onto more money. V.A.T. stands for **Value Added Tax** and it has now been applied quite extensively in Europe. Mrs. Thatcher's Conservative British Government has applied V.A.T. to her jurisdiction and it has also been taken up on the continent of Europe. From both a lot of information has come through about how it is applied and how it works.

This type of tax if it ever comes into effect will obviously hit different people and industries in different ways. As to Music, Games and Amusements which are exempt from Sales Taxes, V.A.T. would obviously present difficulties — an operator could not add say 15% - 20% to 25¢ play and charge a customer 29¢ or 31¢ or whatever. So it would probably be taken off the top, the gross, for a week or month. Then, what happens with 50/50 or 60/40 commissions? Both parties to pay or what, who collects? Costs of new equip-

*Continued on page 46*



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## Important Announcement

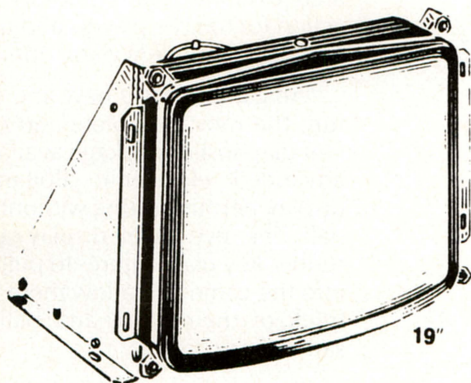
The Taico Electronics Ltd. under the license of Merit Industries Inc. of U.S.A. is the Canadian authorized agent and manufacturer of:

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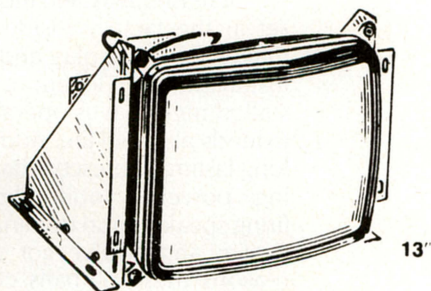


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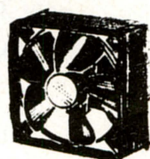
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# Data East USA Sells Their Copyright Games Only Thro Authorized Distributors

Mr. Robert Lloyd of Data East USA, Inc. advise they sell their games **only** through their authorized distributors.

Mr. Lloyd said: "Games solicited from anyone other than those listed on our Authorized Distributor List are "suspect" games. In addition, the "DE" logo and the name "Data East" are our trademarks. Any unauthorized use of our marks is in violation of our rights."

## The Data East Distributors in Canada are:

Jean Coutu  
Laniel Automatic  
151 Rockland Rd.  
Montreal, Quebec  
H3P 2W3  
(514) 731-8571

Norm Nelson  
Alberta Shuffleboard  
12516-126 St.  
Edmonton, Alberta  
T5L 0X3  
(403) 453-6641

Below is a list of games for which Data East owns the copyright/trademark.

Ring King (1-Player)

Ring King (2-Player)

Shootout

Express Raider

BreakThru

Speedbuggy

Karate Champ (1-Player)

Karate Champ (2-Player)

Kung Fu Master

Commando

Tag Team Wrestling

BurgerTime

Lock N Chase

Treasure Island

Pro Bowling

Super Astro Fighter

Zoar

Astro Fantasia

Angler Dangler

Battle Wings

Bump N Jump

Boomer Rang R

Pro Soccer

Explorer

Cluster Buster

Mission X

Destiny

Disco No. 1

Pro Golf

Rootin Tootin

## "The Next Trend In Pinballs Begins With Motordome"



"The Next Trend™" in pinball games has arrived from Bally Midway. The first in this new generation of pinballs is **Motordome**, a fast paced, multilevel futuristic motorcycle theme

game.

"Bally Midway's 54 years of pinball leadership, dedication and experience have all come together to begin "The Next Trend", commented

Steve Blattspieler, Vice President of Sales. "Traditional Bally quality is evident in such things as the flipper and drop target assemblies, while innovative engineering and design have created exciting, contemporary pinball action for today's players and unprecedented convenience for operators."

All games in this new line will feature the most complete and convenient diagnostics package available. An advanced electronic alphanumeric display permits testing without a manual. The eye level display also describes key play features to pull players into the game and allow them to keep track of their score and ball at the same time.

Increased playfield inclination, preset at the factory inside the cabinet makes for faster play and quick, easy installation on location. Factory installed mylar saves operator time and extends playfield life. Add to that cool, long lasting fluorescent backglass lighting, powerful sound through front-firing speakers and dominating cabinet design and you've got some of the reasons these pinballs clearly represent **The Next Trend**.

"**Motordome** captures the look, feel, sound and action of the 80's," Blattspieler added, "and features such as its three player selectable skill levels and the million point shot saucer make Motordome a challenging game with real player appeal and long earning life on location."

The Next Trend is now available at Bally Midway distributors nationwide.



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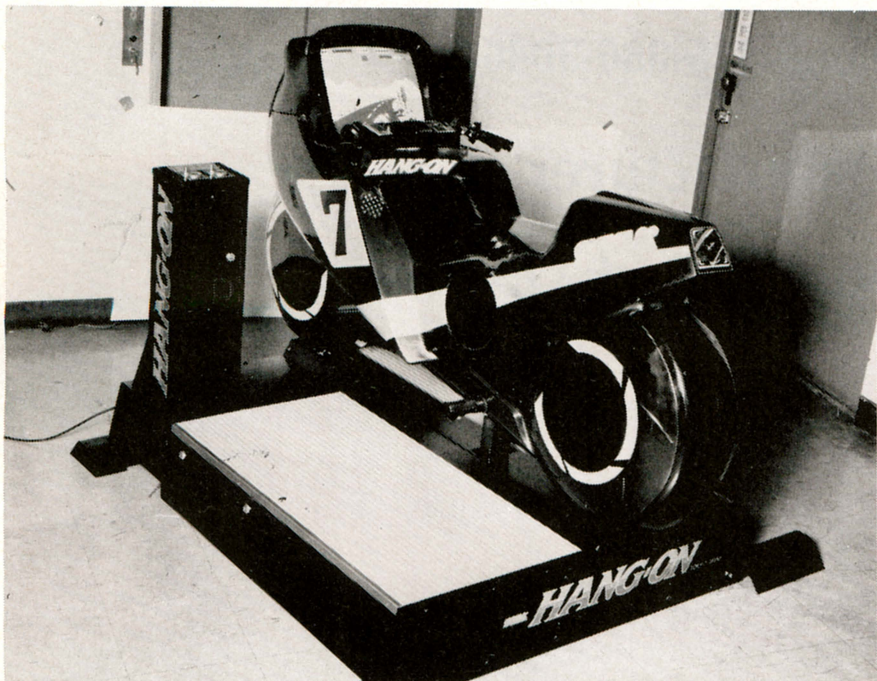
Call Now For Full Information:

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# SEGA®

## A Motorcycle Race Simulator Game



Early in April "Sega returned" to U.S. shores. This Japanese-based operator/distributor/manufacture opened once again for business after the sale of their San Diego manufacturing assets to Bally Mfg. Corp. And, they are coming back in style with a smash arcade attraction called 'Hang On.'

President and former Atari, Inc. President **Gene Lipkin** leased lush quarters in San Jose.

Well known and experienced personalities in the field, Tom Petit, Jolly Backer and Simon Deith are among the new staff.

For openers, Sega USA has pledged to provide a complement of amusement games (including a video system plus non-video attractions like merchandise redemption machines). They will also supply conventional kits.

Backed by the full design team in Japan, Lipkin asserted that Sega USA intends to once again become a strong force among U.S. game makers.

### Sega Intros

#### A First — A Motorcycle Race Simulator Game

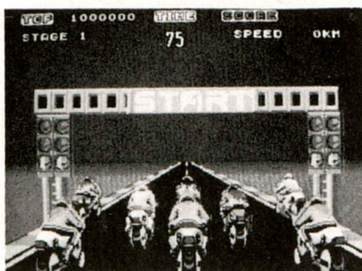
'Hang-On'™, the new hit motorcycle game from **SEGA**, is the first of its kind in the world: a motorcycle race simulator game. The realism of the motorcycle racing experience provides the maximum in game enjoyment. HANG-ON is a game that surpasses the concept of what a game should be!

#### You Can Get Seasick Game Is So Realistic

This game is so authentic it can get you seasick. It's a "motorcycle" you sit on with the monitor melded into the plastic cabinet between the handle bars.

#### Needs Thrusting Of Body Weight To Play

You guide the computer-generated motorcycle on the screen through the demanding course using the handle grips, but you have to bend left and right to maximize those turns on the screen. Right, you need body weight



START



ALPS



CITY NIGHT



GRAND CANYON



## IDEA BALL

### With Electronic Scoring



**Break Thru** — Your mission — to retrieve the super secret fighter plane from the enemies airfield and fly it back.

**Break Thru** has five different terrains — mountains, bridges, prairie, city and airfield to retrieve the stolen aircraft. Enemy forces made up of soldiers, flame throwers, tanks, armed jeeps, landmines and more are out to stop you. Each level challenges the player to an all new element of risk and adventure.

**Break Thru's** unique theme and depth of play will add longevity to its great collections!

Data East USA, Inc. is offering **Break Thru** as both a convertible upright and a horizontal kit.

See your Data East Distributor today or contact Data East, 470 Needles Dr., San Jose, CA. 95112.

## Appointment

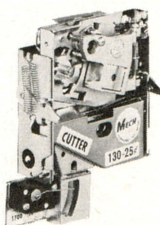
Sega Enterprises, Inc. is proud to announce the appointment of **Lenore Sayers** as Regional Sales Manager.

Lenore began her career in the coin machine industry in 1973 with Key Games as a Purchasing Agent, and then was promoted to the position of Sales Coordinator. After working at Key Games Lenore joined **Atari** as a Sales Coordinator and then was promoted to a Sales Representative and

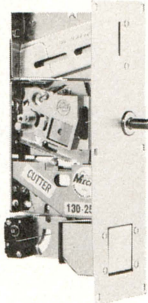
eventually a Regional Sales Manager. Lenore left Atari in 1980 to become National Sales Manager for **Cine-matronix** and since 1981 has worked with **Atari, Mylstar and Premier Technology.**

Sega is very pleased to have such a qualified person as Lenore join our sales team and we're sure she'll be a great asset to our company and the industry.

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# United States Amusement Association Acts On Counterfeit Games

At its recent mid-year meeting in Honolulu, Hawaii, the board of directors of the **Amusement & Music Operators Association** unanimously adopted a position paper on counterfeit games and parallel imports in the coin-operated machine industry. In doing so, the board established five recommendations applicable to manufacturers, distributors and operators to help correct this industrywide problem. The position paper will be sent to all AMOA members.

In announcing AMOA's position, AMOA President Al Marsh stated, "This action clearly puts AMOA in concert with the manufacturers' association (i.e., American Amusement Machine Association) and other groups which have been fighting this problem. We strongly urge all operators to carefully review the points outlined and ask all manufacturers to follow recommendations regarding the introduction of new games in the United States.

President Ronald Reagan stated on September 23, 1985, "When Governments permit counterfeiting or copying of American products, it is stealing our future, and it is no longer free trade. When governments assist their exporters in ways that violate international laws, then the playing field is no longer level — and there is no longer trade."

There is a chaotic situation raging around the world which, if left unchecked may cause many United States companies to go out of business. This is the widespread and blatant use of United States intellectual property rights — of pirating United States manufacturing processes to compete with our products in our own domestic markets.

**In our industry, the growing influx of counterfeit video games into the United States market has contributed to the closing of three United States factories and severe economic difficulties.**

The American Amusement Machine Association (AAMA) estimates indicate that illegal pirating activities in 1985 have cost the manufacturing segment alone hundreds of millions of dollars in direct sales, while the economic impact on the total industry is in excess of \$2 billion. One 1985 "sting" operation alone, in which five people were arrested, discovered one illegal operation which cost the industry \$400 million.

The very future of the coin-operated amusement and music industry is being threatened by the production and sale of these counterfeit machines and boards in the United States.

Legitimate manufacturers must incur high research and development costs in order to continue to develop and produce the high quality equipment that operators will use in the future. Any curtailment of research and development activity or manufacturing will drastically affect the product supply for operators in this industry.

Additionally, legitimate machines are typically built with more expensive and higher quality equipment than illegal machines in order to meet federal and voluntary regulatory requirements of the Federal Communications Commission, Underwriters Laboratory, etc., whereas the pirates ignore these safety standards.

Although the current problem of counterfeited and pirate video games is threatening the survival of the coin-operated amusement industry in America, these pirates can only survive when there is a market for their products: The coin-op operator is that logical market.

**Operating a counterfeit game is criminal violation of federal law, and the AMOA is strongly opposed to the violator of federal laws.**

## Parallel Imports into the United States

While the amusement game industry in general, and video game manufacturers and distributors in particular, have long been plagued by pirating activities of **illegal** manufacturers, a more recent problem involves the unlawful importation and distribution of video games (audio-visual works) **legally** manufactured but shipped into the United States in violation of exclusive distribution agreements and copyrights held by the legitimate United States importers of these games. This, then, becomes a question of "parallel imports" which has also drastically affected the industry in recent months.

The question of parallel imports has been tested in court. Case law has held that "authorized" means authorized by the copyright holder in the United States. Unless the copyright holder in this country authorized copying or distribution within this country, the activities are illegal. **Columbia Broadcasting Systems Inc. vs. The Scorpia Music Distributors** (hereafter CBS). Although CBS is the only case to date where the court discusses the application of the Copyright Act of Parallel Imports, the leading treatise in copyright law "Nimmer on Copyright in 1985" supports imposing criminal sanctions on illegal distributors (Section 15.01, 1985). Nimmer supports the CBS holding that the buyer may be liable as a contributing infringer (Section 8.11).

The Copyright Act provides substantial sanctions, including prison sentences, to importers, distributors, and **buyers** of parallel goods. This conclusion is supported both by case law and the leading authority in Copyright Law. We urge all operators to be aware of all the legal ramifications in the purchase and use of counterfeit boards and equipment.

**The penalties are severe and costly as the Copyright Law (Section 506) provides for a maximum felony criminal penalty of \$250,000 fine and imprisonment for five (5) years.**



## **Steps To Combat The Counterfeit And Parallel Import Problems:**

Therefore, the Board of Directors of the Amusement and Music Operators Association in session at its mid-year meeting on April 6, 1986, hereby officially recommends taking the following steps.

1. A video board game board be introduced into the United States market at least ninety days before its introduction into the Japanese market.
2. Any dedicated game be introduced in kit form ninety days after its release in the United States market.
3. Any coin-operated game should not be sold in the home market for at least one year after the introduction of the coin-operated games. If this time period cannot be achieved, then the game should only be produced for the home market.
4. The AMOA Board of Directors further calls upon all operators in the United States to buy from known authorized distributors of record and request a hold harmless letter from such distributors guaranteeing that the games or boards do not violate United States Copyright Law.
5. Any information on suspect boards or equipment should be immediately forwarded to your local FBI office; or The American Amusement Machine Association, 205 The Strand, Suite 3, Alexandria, Virginia 22314 (phone 703/548-8044).



Let us join together in an industry-wide effort... manufacturers, distributors and operators... to combat counterfeiting, piracy and parallel imports which threaten our survival.

Board of Directors  
Amusement and Music Operators Association



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You can convert to any of their many Kramergames™.

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**MANUFACTURING CO., INC.**, 1100  
Towbin Ave., Lakewood, N.J.,  
201-367-7000



## Ikari Warriors



The game fulfills everybody's wish to play Sly Stallone blasting and grenading his way through a southeast Asian wetland and onto the village of Ikari.

One can play but two seems more the way to go as each player with a unique joystick plus rifle and grenade buttons, has to mow down a brace of enemy soldiers and weaponry as he advances ever so carefully through a tropical terrain that contains rivers, mysterious old ruins and armored bunkers.

You shoot, shoot, shoot and the game's sound package barks back the noise like a rifle range. Players get three lives for each quarter but can pick up extra ammo along the way by hitting key spots on the screen marked POW and GAS. They can jump into tanks or out of them and best of all, one can buy in while another is already in action, keeping the screen terrain creeping ever forward toward Ikari.

The unique SNK joystick not only controls the player's movements in the normal fashion but guides the direction of his rifle simply by swiveling it. It's relatively easy to understand (monitor side graphics explain), but not easy at all to reach the ultimate goal.

By its very nature, **Ikari Warriors** could often run similar to 'Gauntlet' (i.e. in a "non-stop" fashion as players inject quarter after quarter to keep the sequence proceeding forward).

Contact Tradewest, 214/874-2683 at 2400 South Highway 75, Corsicana, TX 75110.

## Breakthru Driving Game From Data East

**BreakThru** is a one-player conversion kit for all horizontal or vertical video games. This combat driving game allows the player to control an onscreen armored jeep as it travels across five locales, avoiding obstacles and shooting enemies, to reach the final location, an airbase.

In the final game stage, players attempt to retrieve a captured fighter plane from the enemy airfield and fly it back home.

### Dramatic Musical Sound

Continuous dramatic music and sound effects enhance realistic, colorful graphics. The kit comes complete with buttons, joystick, control panel overlay, marquee and side graphics, wiring harness, schematics, etc.



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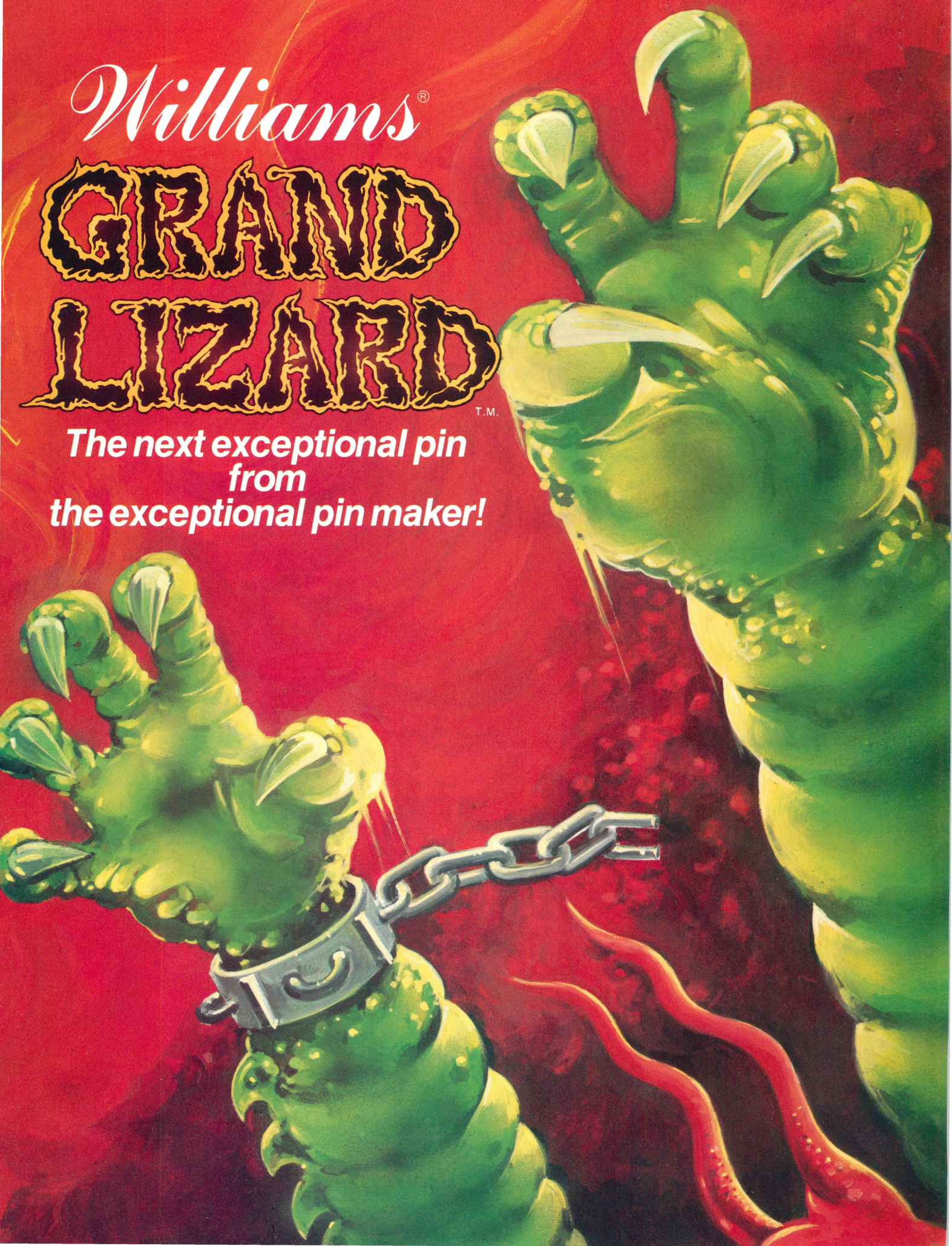
hairpin curves before running out of gas. He can refuel at checkpoints and by picking up strategically placed gas tanks. Shift your location into high gear with Konami GT!

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# PLAYABILITY

## it's a jungle out there

Thundering. Pounding. Vibrating with jungle life. The beat of the drums, the rhythm of native chants. The chattering of monkeys, squawking of parrots, trumpeting of elephants. And the mighty roar of the Grand Lizard that rules over the playfield with flashing eyes and venomous tongue. All intensify play action and excitement!

## stop & score

Hit a target to freeze the cycling lights in front of the 4-bank and complete the bank within the time allowed to score the lit value!

## braving the cave

Making the top 3-bank increases the cave value from 10,000, 20,000, 40,000, to extra ball and special. Going through the cave lights "speed 50" for 50,000 value!

## multi-ball™

Hit the top right bulls-eye to release the locked ball for multi-ball™. During 2-ball multi-ball™, all scores are doubled; during 3-ball multi-ball™, all scores are tripled!

## L-I-Z-A-R-D

Spelling L-I-Z-A-R-D scores bonus multiplier and lights the monkey spinner!

## running RAMPant

Left flipper return lane lights "B" ramp for "mystery" score; right return lane lights "A" ramp for "mystery" score. Making the "A" and "B" ramp shots lights progressively the bonus holdover, then the outlanes for 50,000, followed by the right bulls-eye for extra ball and finally, special!

## magna-save™

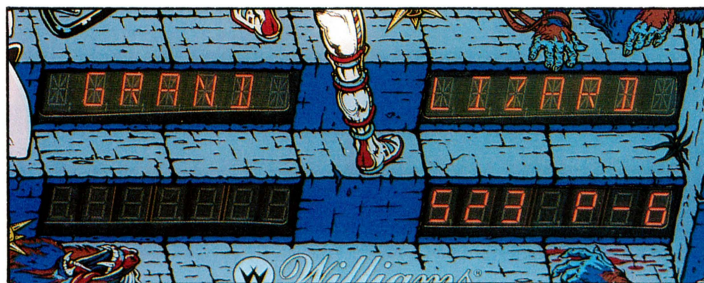
Magna-save™ is activated by special buttons on either side of the cabinet. Skill and timing are everything in this chance to "magna-save™" the ball before it can drain! Each player is awarded 3 magna-saves™ at the start of the game, gets 1 automatically with each new ball and earns more by spelling L-I-Z-A-R-D!

# RELIABILITY

## software

The pivoting playfield that flips up for easy service opens up a whole world of intelligent features!

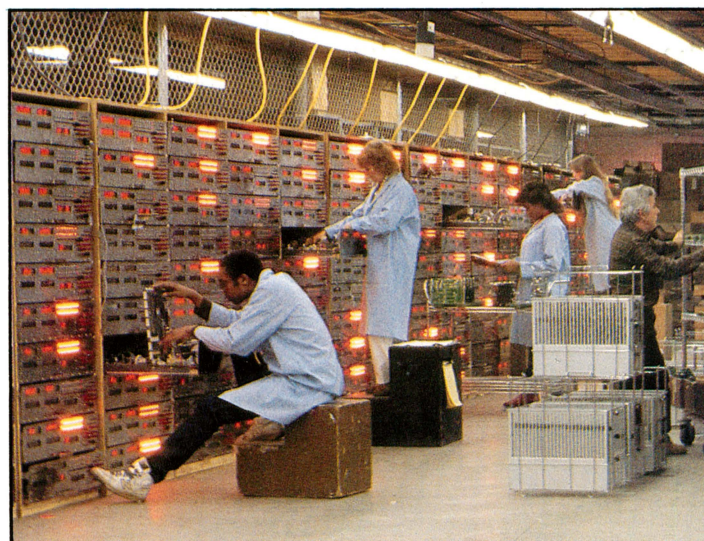
- Automatic switch testing can identify a malfunctioning switch, automatically re-program play around it and spell out on the alphanumeric display exactly which switch needs repair.
- With automatic replay percentaging, the operator can have the game automatically adjust to the levels of the players or run the game traditionally with a fixed replay!
- The alphanumeric display provides the player with information and instructions about game play and, for the operator, it literally spells out features that can be adjusted for a "throw away the book" sophistication and ease!



## quality assurance

To assure your GRAND LIZARD comes to you with all the playing and staying power it's sure to need, its circuit boards have gone through 24 hours of continuous burn-in. The complete game has been up and running for a minimum of 4 hours. Forty pairs of trained eyes and hands have probed, examined and tested.

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Just a number of exceptional ones.**

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T.M.



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## Konami GT™ . . . A Fast-Track Hit!



"It's the ultimate driving challenge," said **Ben Har-El, President of Konami, Inc.** "GT requires skill, quick reaction time and precise hand-eye coordination, much as a real race car driver would need to burn up the road. It's this realism enhanced by Konami-crisp graphics and the critical maneuvers demanded of the player that keep him glued to the wheel."

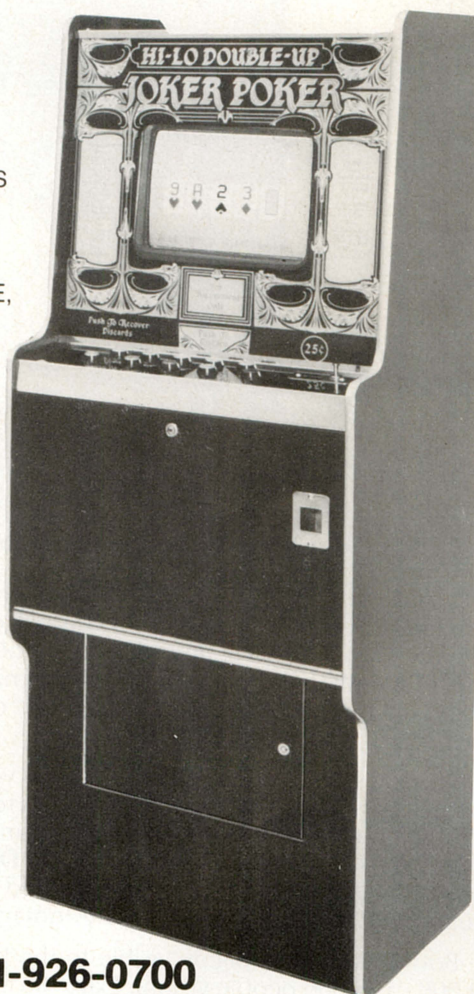
The player must overtake his opponents who man both cars and motorcycles and avoid collisions along a treacherous rain and ice-slicked course, through snow and around hairpin curves, before running out of gas. He can refuel at checkpoints and by picking up strategically placed gas tanks which also award bonus points.

**GT is Konami's first dedicated entry** into the marketplace and is housed in OMNI™, their brand new upright cabinet that can convert any horizontal or vertical monitor quickly and easily and that can position a monitor at a range of different angles. GT and OMNI are putting the operator in the driver's seat in the race for top location earnings!

## Amusement & Music Operators Expo '86 Nov. 6 - 8 Hyatt Regency, Chicago

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# ***During First Fortnight Of Vancouver's Expo '86 Coin Operated Games & Amusements Go Over Fantastically Well***

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***'We've Never Experienced Anything Like This'  
— Jim Niblock Of Weatherhead Distributing***

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**Jim Weatherhead and Jim Niblock of Weatherhead Amusements, Burnaby, B.C.**

It must be difficult indeed to live anywhere in Canada or in the Northern United States, within reach of Canadian T.V. and Radio, not to be inundated with news and propaganda for and about **Expo '86** which has now been going on in Vancouver, B.C. for the past couple of weeks, since May 2nd.

Readers of this magazine will also be very well aware that patrons of this event will have access to a fair number of the latest coin-operated games, Videos and Pins supplied to the Expo organization by **Weatherhead Distributing Ltd.** of Burnaby (Vancouver) B.C. . . . Being sited in a large 3,000 square feet and a small 700 square footage Arcade.

Both arcades are highly visible to the huge crowds of 70,000 - 100,000 people visiting **Expo '86** every day so far. The larger arcade sits between the huge Russian and American Pavilions; the smaller near the high traffic restaurant and night club part of the exhibition at its Eastern End. . . They are called "The Arcade" and "The False Creek Arcade" respectively.

The two arcades are actually run by the Expo '86 orga-

nization, frankly to make money. . . and **Mr. Weatherhead's** company has the contract to supply "the machinery", maintain and service it and advise the Expo staff at the Arcades. . . and to accomplish this a Weatherhead technician is on permanent duty during the open hours of the Expo.

To ascertain how that first two weeks have passed, we spoke to **Weatherhead's manager, Jim Niblock** to get an up-to-date report on what is likely to be Canada's prime coin-operated games location for this year.

The report is a very good one, and an optimistic and forward looking one, not only for the five and a half months duration of the event but for the future of the games industry in B.C. itself and ever extending eastward into the other parts of the country.

## **Solid Play All Day Long On Well Over 100 Games**

### **Question:**

Jim, how have your firm's games been going during the first fortnight of Expo 86?



**Answer:**

Absolutely great. . . . They are everything we thought they'd be when we tendered for the contract and very much more.

**Question:**

Can you expand on that please? . . . Just how good have they been in a business sense, how busy are they, are they pulling in many players at 50¢ and 75¢ play prices?

**Answer:**

Yes, they are pulling in the players in droves, at week-ends there are line-ups of people waiting to play. It's not quite that hectic on week days but play is still heavy. Remember, there have been well over a million people here over the past two weeks. They almost certainly pass the two Arcades, once and possibly several times so you see the traffic flow of potential players is fantastic. . . . I'm sure there's nothing like it anywhere in the country.

The prices, whilst higher than usual, certainly aren't deterring players but then, for most this is not your ordinary type of location but a once-in-a-lifetime event. We are absolutely delighted and so is Expo's management. . . . In fact they are extending the "open" hours of "The Arcade" from 10 p.m. to midnight. The False Creek Arcade by the "nite Life" area stays open to 1:00 a.m. and for both arcades it is of course seven days a week.

We started out with a hundred and twenty-five games but are bumping that number up to a hundred and forty, mainly in the big location which doesn't leave too much room for more.

**Question:**

What sort of people are going into the Arcades? . . . Is there a preponderance of any particular group? What's the situation with women, adults, families?

**Answer:**

All sorts make up the customers. . . . As would be expected there are a lot of young people playing but there are also a lot of families, older people and women on their own. The appeal seems to be pretty universal.

**Question:**

Of course, you are using all the newest and latest games?

**Answer:**

We certainly are, but do you know we've also tried out a few of the older ones, "Pacman", a winner in its day and "Galaxian" — you can't get one much older than "boom beginner" and they are doing fantastic business. It just shows how important game "quality" is. "Gauntlet" of the newer games is just great and "Hang On" is absolutely excellent! The whole thing is better than anything we've ever seen.

**Question:**

How are the pins doing?

**Answer:**

Good but frankly not as good as the Videos which is surprising to us, maybe it's because of the carnival type atmosphere at Expo '86.

**Question:**

What else do you offer players by way of games and amusements?

**Answer:**

It's pretty well all pins and videos but we've a few other pieces in use — **Chexx Hockey** is out there and it's going extremely well.

**Question:**

With all this furious amount of play going on, how is the machinery holding up under it all? Are you getting many breakdowns or damaged pieces?

**Answer:**

There's little or no damage because Expo staff are present in the Arcades at all times. . . . The pins are requiring more maintenance and servicing than the videos but then that's the way it always is with them anywhere. The videos are really standing up very well considering they've been played solidly day in and day out, but of course, we have a technician on duty all the time, working two shifts, the two of them that is, so that with tools and spares on the spot, problems are quickly corrected and the games are kept in action.

**Question:**

So Expo '86 is off to a good start as far as coin-operated games are concerned? Is it better than good locations during the video game boom?

**Answer:**

It's a really great start and everyone here thinks and hopes it's going to continue as it has been until Expo '86 ends in October. **We've never known of anything to approach the games activity here and now at any time or place during the video boom at is peak!**

**Question:**

Jim, delighted to hear it has been so good for your firm and hopefully it will last another five months. . . . But otherwise, how is business in B.C. and Alberta these days? Has it picked up at all?

## **Business For Games & Amusements Has Improved In Western Canada — Long Term Effects Of Expo '86 Expected To Be Beneficial For Games**

**Answer:**

Business has definitely stabilized and it's picking up a bit, new games are selling in both provinces. Even vending machines which are a good part of our business, have begun to sell better, even into Alberta which low oil prices have hit hard.

**The new Rowe countertop snack vender is going well and operators are also buying Rowe bill changers.**

**Question:**

Has the announcement of the new small \$1.00 coin coming out in January had any impact in the far west?

*Continued on page 46*

**Business For Games & Vending Has Improved  
In Western Canada — Long Term Effects Of  
Expo '86 Expected To Be Beneficial For Games**



# Washington Operators Sponsor First State Dart Tournament



The Washington Amusement and Music Operators Assn. (WAMOA) sponsored a statewide dart tournament for the first time during the weekend of April 19-20. The \$3,000 competition was held at the Red Lion Motor Inn in Bellevue, Washington in conjunction with WAMOA 1986 Convention and Exposition.

The association had Qualifying Kits prepared which were sold to WAMOA members only for \$50 each. Each kit allowed the operator to qualify one Open Doubles team and one Mixed Doubles team. With only about three weeks of time in which to sell the kits before the tournament, WAMOA President Steve Livingstone was pleased to report that 56 kits were sold, just four short of the breakeven point on the \$3,000 in prize money.

"It was a last-minute decision to add the dart tournament," explained Livingstone, "so we are very pleased with the response we received. Next year we will get started on it earlier and make it a bigger and better event for all involved."

Of the over 50 teams that were qualified for the two categories of play, an extremely high percentage turned out

for the event, with both Open Doubles and Mixed Doubles drawing 40 teams each.

The competition took place on 21 boards, seven boards being provided by each of three manufacturers — **Arachnid**, **Nomac Ltd.**, and **Merit Industries** — with the assistance of their distributors (General Leisure, Music-Vend and Bumpers Amusements, respectively). WAMOA hired **Kathy Brainard of Spokane-based Major Events** to prepare the kits and Ms. Brainard also served as Tournament Director for the event, courtesy of Nomac Ltd.

The 1986 WAMOA Convention also marked the first time in the association's history to hold an exposition of games during the convention, giving the Washington operators a chance to see first-hand what is new in the industry. Both the exposition of games and the dart tournament will be included in the plans for next year's convention, according to WAMOA President Livingstone. Operators interested in joining the WAMOA should contact Livingstone at: Bumpers Amusements N. 2829 Ruby, Spokane, WA 99207; 509/326-6053.

Machines donated are courtesy of AMOA, Idea • All-American Darts, • Merit Bull Buster Darts and • Nomac Ltd. Pub-Time Darts.



**HOT IDEA!**

# Now... You Can Convert Any

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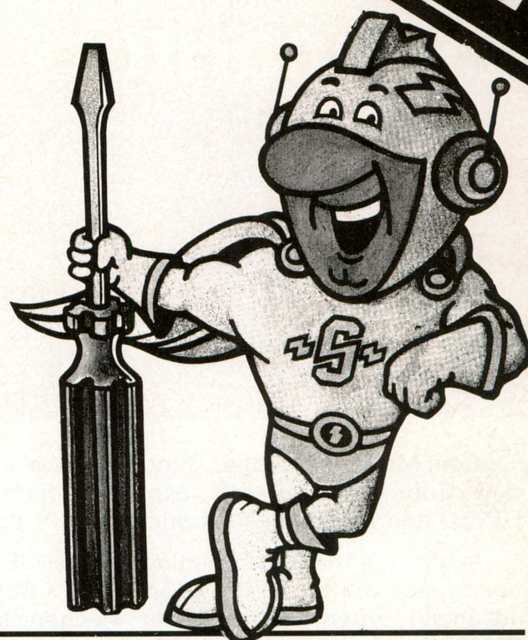
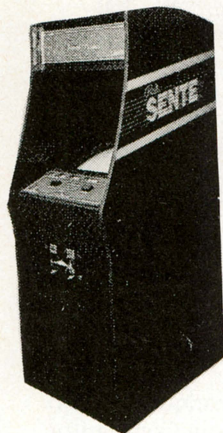
## Into A Sente System™!

HOW? Easy... Installing a **Sac Man™** kit by Bally Sente will convert your old out-of-date games into the Hot-test System on the market. Just specify which old game you want to update, and you'll receive everything you need from PC boards and hardware to new cabinet graphics (we even include new paint for the old cabinet!)

Once you've made the conversion, you'll have access to the world's largest library of game kits including:

- Name That Tune™,
- Stompin'™,
- Sente Mini Golf™,
- Gimme A Break™,
- Hat Trick™ and
- Stocker™
- (four new games minimum in '86).

Contact: Laniel Automatic, 151 Rockland, Montreal, Que., tel. 514-731-8571



## Exidy's Chiller Horror Game Fits Any Exidy Gun Game



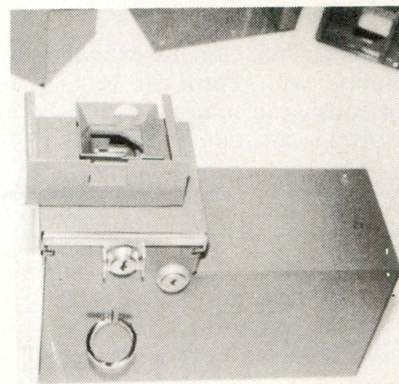
This new gun game with a horror movie theme is available as a dedicated game, or as a kit. The kit converts any previous **Exidy gun game** with no cabinet modification needed; the dedicated game uses the same shooting-game cabinet that **Exidy** uses now.

Players earn points through accurate shooting while trying to "beat the clock". Skillful players progress to new levels. This "very graphic" game's scenes include an alligator-infested river, a torture chamber, etc.

Simpler to play than **Exidy's 'Crack-shot'**, there is no "wrong target" to hit in 'Chiller.' Unlike any game before, Exidy engineers stress, 'Chiller' has lots of "blood and guts. It may cause some controversy," said the engineer who designed it, "but on test locations kids loved it."

For more information, shriek at your local distributor or for referral it's Exidy, Inc., 390 Java Dr., Sunnyvale, CA 94089; 408/734-9410.

## Safeguard's Newest Security Coin Box



A "giant box" with a \$500 capacity has been added to the line of route security coin boxes.

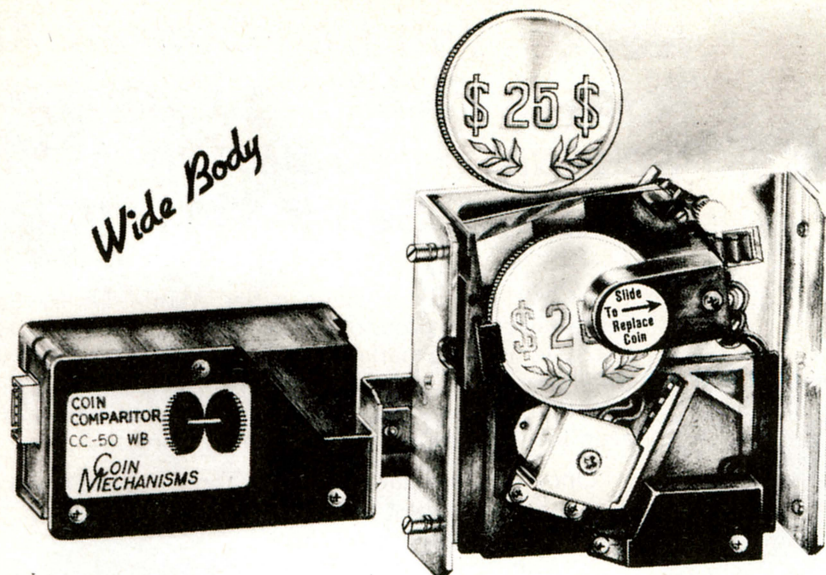
The boxes lock to the vending machine. When removed by the route-person, a gate locks, preventing access to the coins until the box is unlocked in the operation's money room. Boxes are available to fit all makes and models of vending machines.

Contact: Banco, Montreal, Que.



# Two New Coin Comparitors By

**COIN  
MECHANISMS INC.**



Coin Mechanisms, Inc., announced the addition of **two new Coin Comparitors®**, expanded representation in Europe and accelerated production of its product line.

At the International Gaming Business Exposition the main focus will be on the **CC-40 Coin Comparitor**. This advanced system utilizes **Coin Mechanisms' Patented Sensor Coil** design, together with secondary optical sensing allowing for state-of-the-art electronic coin handling and validation.

**Coin Mech** will also introduce their new **"Wide Body" Coin Comparitor**. This allows the gaming industry the opportunity to utilize Coin Mechanisms technology in machines designed for coinages larger than 40 mm. For example, the \$5.00 and \$25.00 token being used by the Las Vegas Hilton, Caesars Palace, Caesars Tahoe, and Sands, to name a few.

**Ron Rollins, General Manager**, also announced a new affiliation with **Eurocoin in England**, Mr. Rollins said, "Previously our International network consisted of agents in Australia (Scandic International) and Spain (ECM). Our

association with Eurocoin gives us excellent distribution and service throughout Europe and Turkey. It fits perfectly into our expansion program."

**Mr. Rollins** recently visited Eurocoin's headquarters and provided demonstrations of Coin Mech's Coin Comparitor at several exhibitions in England and Germany. He added, "I was pleased with the reception and interest. Our efforts will continue toward maintaining a contemporary product and professional representation throughout the world."

The Elmhurst, Illinois based company manufactures a complete program of equipment and services designed for machines in the gaming and amusement industries.

For further information, contact

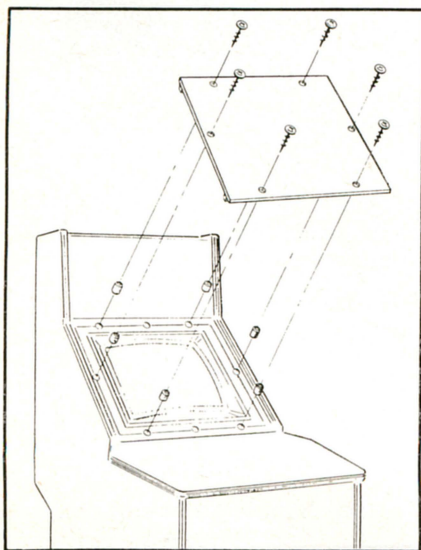
Mr. Ron Rollins, General Manager,  
Coin Mechanisms, Inc.,  
817 Industrial Drive,  
Elmhurst, Illinois, 60126.  
Phone 1-312-279-9150.

## Atari Releases Monitor Shield Kit For Gauntlet

In response to many requests from the industry, **Atari** has designed a monitor shield for Gauntlet, their latest hit video game. The monitor shield kit will be sold to operators through their local Atari Distributor. The kit includes a tinted piece of plexiglass, and sealant foam tape, six screws and spacers for mounting to the existing leak-proof monitor bezel.

According to Peter Takaichi, Director of Design Services for Atari, "We are certain that the existing exposed monitor and bezel are reasonably shatter-proof and water-tight. Our safety tests have proved this beyond doubt."

Atari has designed this monitor shield kit especially for operators who may be concerned about vandalism in unsupervised locations.

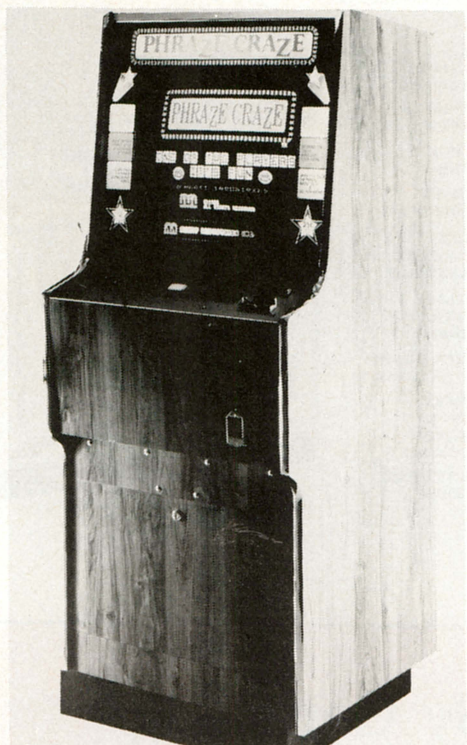






# PHRAZE CRAZE

## Has Production Increased To Meet Demand



Merit Industries' latest addition in its string of hot theme games, **Phraze Craze**, has just completed its first full production factory run. Reports coming in are showing phenomenal strength and staying power, and the factory is beefing up production to meet the demand.

The game theme draws from TV's hottest game show, **"Wheel of Fortune"**, but is loaded with plenty of fun-filled extra features, graphics and sound effects, done in the unmistakable **Merit** style. Collection reports show the game to be strong in both arcade and street locations.

Designed for one or two player competition, **Phraze Craze** sports a smashing, attention grabbing attract mode that plays an important part in enticing new players.

The object of the game is to guess the letters and solve the unknown phrase, while accumulating high scores. Just introduced is a Super Bonus feature that awards a free phrase to those players topping an operator adjustable score between 1,500,000 and 2,500,000. Players spin a scoring wheel to determine the value of each letter guessed. On each spin there is a risk of getting **"ZAPPED"** (losing a turn) or **"ZILCHED"** (losing accumulated score), creating the tension and excitement that challenges players.

For each letter guessed correctly, score points are won; on each wrong guess, one of the game's comical "happy faces" turns sad, then green and finally explodes, using up one "life". The game is operator selectable for 3, 4, 5 or 6 faces to enable tailoring to location skill levels and traffic.

In a two-player game, players alternate after each wrong guess, or ZILCH and ZAP. When the phrase is completed, a fanfare of exciting graphics and sound effects comes on, and the winner of that round collects extra bonus points.

There's plenty of strategy to keep players involved. For example, vowel guesses decrease a 100,000 point bonus (instead of players having to "buy" vowels), but enable novice players to keep going with easy guesses. As players get stronger, they avoid giving up any bonus points and play for highest scores. Additionally, each "face" remaining when the phrase is completed awards extra points to the solver.

The other key strategy comes in when one player thinks he knows the answer — he can **"Go For Broke"** and avoid any further chance of ZAP or ZILCH, but one wrong guess and he's done. While **"Going for Broke"**, each correct guess adds more points. The scoring subtleties give the game a unique type of challenge.

The game features over 20,000 phrases in a multitude of topics, including People, Places, Things, Occupations, Food & Drink, and over 30 others.

**The storage is so vast that a location should NEVER NEED REPLACEMENT CHIPS. In fact, it would be six months before the first repeat phrase popped up.**

In a one-player game, it's one "phrase", in a two-player game, players alternate starting on two different "phrases". High overall scorers enter their names on the **"Phraze Craziest"** list, and a Daily High Scorer adds extra appeal so that everyone gets a shot at being on top.

**Merit's Sales Vice President, Mort Ansky**, says that based on results of the first run, and response from the national distributor network, he sees a run on **Phraze Craze** that could even top the phenomenal success of **Trivia Whiz & Tic Tac Trivia**.

"The game has all the elements of a hot piece, plus the **Merit** track record of reliability and support. When you think of kit conversions to update all the thousands of trivias needing a fresh face lift, and the strong demand for dedicated games, it's easy to understand the big numbers we are seeing."

**Phraze Craze** is available in horizontal and vertical kits, and the complete line of dedicated **Merit** styles — 19" up-rights, cabarets, and regular and mini-countertops.

For further information contact:



**Merit Industries, Inc.,**  
P.O. Box 5004,  
2525 State Road,  
Bensalem, PA 19020  
1-215-639-4700





**New  
Catalog  
Available**

A full color accessories brochure of "English Mark Darts" factory issue equipment is now available from Arachnid Inc.

This catalog features the full line of English Mark Darts accessories including darts, flights, sportswear, Smart Darts™, and many other popular items.

With the constantly growing popularity of English Mark Darts, more and more locations want to offer the players a chance to purchase these high quality Arachnid products.

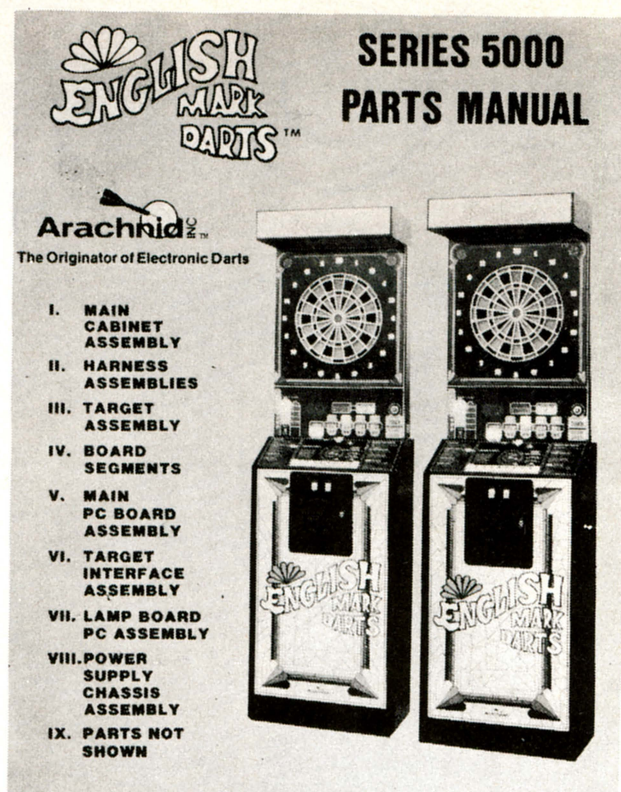
For copies of the all-new English Mark Darts accessories brochure, or information — contact:

• **Western Canada:**

Ray Burrows, Quantum Distributors Canada  
Box 998, Stn. A, Kelowna, B.C.  
604-763-1066

• **Ontario & Eastern Canada:** • **Jean Coutu**

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## Airline Travellers Wooed By Gambling

A newly formed British airline is aiming to woo passengers on its 15-hour flights to Asia with slot machines, bingo and blackjack aboard a Boeing 747.

London Express, formed by a group of businessmen headed by Michael Beesley, intends starting operations to Singapore on Oct. 24.

The company plans to install slot machines on the upper deck and have bingo callers chanting the numbers to passengers over their in-flight headphones. Blackjack will also be available.

Seats on the new airline's leased Boeing 747 will be sold exclusively to tour operators running charters to the area.

Britain's Civil Aviation Authority has granted permission for the Singapore run and London Express is seeking clearance for flights to Bangkok and Hong Kong.

Initially the "flying bingo hall" concept will only be available to tourists booking in Britain, but a company spokesman said that if it works London Express will try to sell tickets in the reverse direction.

Spokesman Jeffrey Rayner said the company had included provision for income from on-board gambling in its financial prospectus sent to the CAA but would not say what kind of revenue London Express was aiming at.

Flights will leave from the comparatively little-used Stansted airport north of London and a return ticket ob-

tainable only through a tour operator will be about \$756 Canadian.

The normal APEX (advance booking) economy fare with a regular airline is around \$1,218.

**Amusement  
& Music  
Operators  
Expo '86  
Nov. 6 - 8  
Hyatt Regency,  
Chicago**



# Williams' New Pinball... Grand Lizard Gives Intensive Play And Exciting Jungle Audio Action



reported an enjoyable aside. "Cruse really got into the game; he was very anxious to 'make it across the country'."

These product placements benefit **Bally Sente** and the industry itself, says **Bob Lundquist** who is Bally Sente's President. "These top-flight movies,

with big names, are sure to draw millions. Additional revenue to Bally Sente is only part of the story. Visibility of video games will do a lot to reinforce their identity as a component and mainstay in entertainment choices. Our industry needs that kind of reinforcement right now.

Don't go out for popcorn, or you might miss spotting **Bally Sente** video games in two upcoming films from Walt Disney Studios. **STOCKER™**, the cross-country, auto/chase game, plays a pivotal role in the storyline of "Color of Money", and the electronic pool game **GIMME A BREAK™** is featured in "Outrageous Fortune" — productions expected to be released late fall 1986 and February 1987, respectively. Both games were designed for the **Sente Arcade Computer (SAC I)** interchangeable game system by Sunnyvale, California subsidiary of Bally Manufacturing, Chicago.

"Colour of Money" is a sequel to the 1961 classic, "The Hustler", and Paul Newman returns as Eddie Felson — but 20 years older. He is now a liquor salesman who still "hustles" but only enough to sustain a mediocre existence made up of a plodding job and a continuing predisposition toward the sport of pool. While on a sales call in a bar, he meets a young pool shark who is momentarily preoccupied with a video game (...enter **STOCKER™**).

**Tom Locke** who is Bally Sente's Vice President of Sales Development coordinated production activities in the Chicago area. He feels the video game scene is a key one in the movie, and he reports that **STOCKER™** receives considerable mention. Locke

## COMPUVEND ENTERPRISES INC.

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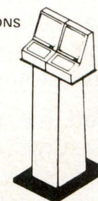
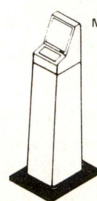
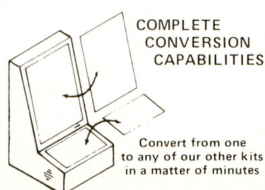
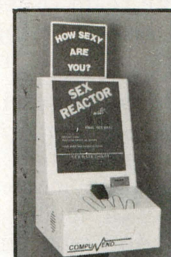
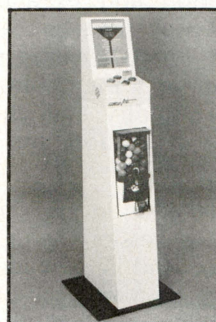
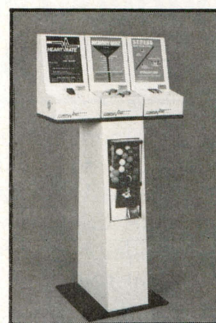
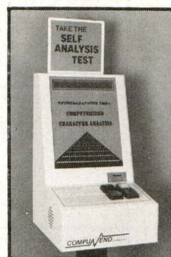
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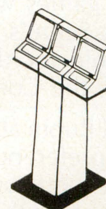
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Mounting plates are available to accommodate 2 or 3 units.



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## Status Game Introduces Super Triv-Quiz In United Kingdom

**Status Game Corporation**, a designer, manufacturer and operator of coin-operated video games for the amusement industry and cash payout video games for the gaming industry, today announced it has introduced a cash-payout video trivia game called "**Super Triv-Quiz**" to be marketed in the United Kingdom.

"This unique game concept, which is allowed by British gaming authorities, permits players to test their skills and knowledge against a computer trivia program. By the player achieving a high enough score the game will instantly pay a cash prize. The maximum prize is 10 pounds (approximately \$15)," **Irving Yaffa, chairman and president** explained.

"Our game gives everyone in the United Kingdom the opportunity to be a 'game show contestant'. All people have to do is go to their local pub, insert a coin and then test their intellectual skills in an effort to win cash prizes," he added.

The company has been selling an amusement version of its trivia game in the United Kingdom over the past few months and to date has sold 1,400 units.

"The locations we have already sold are candidates for cash payout retrofit kits as well as candidates for new game sales," Yaffa said.

**The company plans to retail its retrofit kits for \$700 and new game units for \$1,800.**

"While the company has targeted the estimated 75,000 pubs in the United Kingdom as prime customers for its "**Super Triv-Quiz**" cash payout game, other locations such as restaurants, convenience stores, shopping malls and video arcades are also potential users of the product," Yaffa concluded.

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## U.S. National Video Team Gives Insight On Games To Bally Sente

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On April 4, the research and development staff at Bally Sente Inc. had an opportunity to talk directly with "its ultimate customer". Four members of the **U.S. National Video Game Team** visited the Sunnyvale, California headquarters of this Bally Manufacturing subsidiary and provided insight into "what the industry needs at this time".

**Sente President Bob Lundquist** explained. "By this type of meeting, we humanize the very abstract jobs of our engineers, programmers, artist and technicians so they can better connect their work with the needs of real people. It eliminates a feeling of isolation and expands our databases." And, what better input could there be than from four game playing champions who together have racked up "thousands of hours" of playtime at the controls of a variety of video games around the country, and who hold world records and rankings as top seed during the "klondike" days of the video game boom.

There was eager, active participation in the four-hour open discussion and question/answer session during which Steve Harris, Gary Hatt, Jeff Peters and Perry Rogers discussed their experiences, attitudes and preferences for video games. "They had great playing ability and I was impressed by the depth at which they analyzed and reviewed some of the games we have here," commented Owen Rubin, who is Sente's Systems Manager/Game Designer and responsible for the electronic adaptation of "Name That Tune", the Company's newest game success.

Mr. Rubin also mentioned that in spite of vastly different game preferences, he was surprised at the consensus of these experts on "**what makes a great game**". No one at **Sente** shared this information in detail, but you can be sure the ideas will work their way onto the storyboards and into the screens of future Bally Sente games.

**Bally Sente designs and sells the Sente Arcade Computer (SAC I) video game system** where game interchangeability in either an upright or cocktail table cabinet is effected by quick and simple software and graphics changes. It produces a library of games with a wide interest range that test dexterity and intelligence.

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## 'Concert 240' Feature Can Help Boost Sales

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Tom Gilchrist, Canadian Distributor for NSM Phonographs has offered music operators a tip on how they could change the conventional 50-50 split to better advantage.

The "secret" lies with the programmable background music feature of the **NSM "Concert 240"** jukebox. With this feature, a random song (from the top ten) is played after a selected time interval (0-127 minutes).

"The background-music feature enables the operator to sell the location owner on the idea of adjusting commissions. With the use of background music, the operator can tell the owner to give him a little extra money off the top before the conventional 50-50, since he 'had' to purchase the machine feature, and that it offers this capability.

"Let the jukebox pay for the background music instead of you going to the register to pay for it!"

He pointed out that the background-music feature can also be employed as a customer sales tool. "In locations where you have a steady group of young people, you choose the background music that they ordinarily don't like. The kids will then go out of their way to play rock, or whatever they do like," he said.



## Williams Telephone Co., Inc. In Full Production With The WILTELCO™ 5000® Pay Phone



Williams Telephone Co., Inc. a subsidiary of Williams Electronics, Inc. commenced full production of its much-awaited, state-of-the-art, quality WILTELCO 5000 intelligent pay phone on March 1st at Williams 75,000 square foot manufacturing facility in Gurnee, Illinois. The WILTELCO 5000 is being distributed nation-wide by a network of distributors.

Checking out the quality of the

telephones rolling off the production lines are Williams executives (pictured left to right) Don Hassler, Manager-Manufacturing; Richard Wilkus, General Manager; John Huddleston, National Sales and Marketing Manager; Gus Tsiolis, Plant Manager; and Wally Smolucha, Manager-Operations/Engineering.

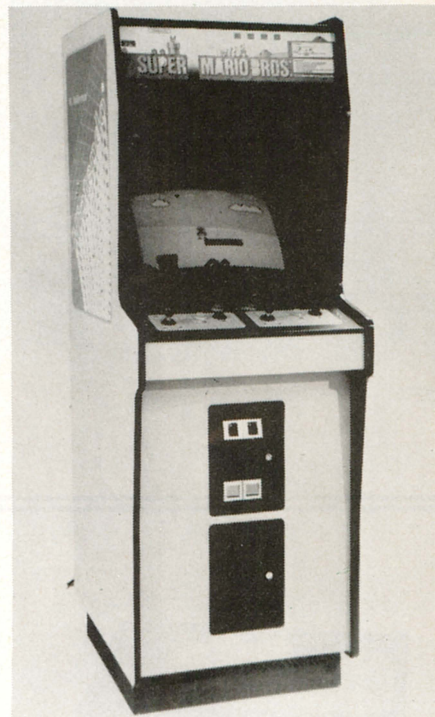
For information about the WILTELCO 5000 contact John Huddleston at (312) 267-2240.

## Jetpack Kiddie Ride Introduced By Autorovo

For sales or leasing information, contact: Autorovo Kiddie Rides, P.O. Box 907, Fredericksburg, VA 22404. Phone (703) 373-2853. Toll-free number — 800-231-5152.



## VS. Super Mario Sets New Sales Records



**VS. Super Mario Bros.**, Nintendo's latest release for the **VS. System** has topped sales records to become the best selling **VS. Pak** since the System's debut at the 1984 AMOA. Total **VS. Super Mario Bros.** sales are rapidly approaching 20,000 units, an astounding number in today's market.

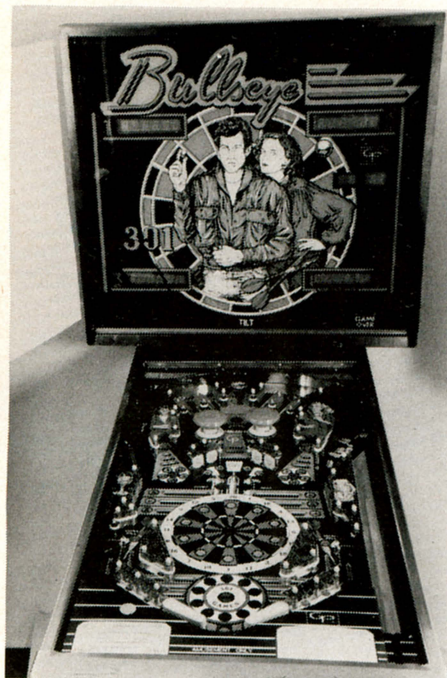
This success doesn't come as a total surprise. The game was originally developed for the Japanese home market selling over 3 million cartridges. It was also the subject of the best selling book in Japan for 1985, a "how to" book that sold over one million copies. (Not currently being offered in the U.S.)

Nintendo is offering **Super Mario Bros. t-shirts** for sale through distributors for a minimal cost. These bright red t-shirts feature Mario, the game's hero, posed jumping in mid-air ready for action. They should prove to be a great promotional and contest item.



## New Pinball Conversion Kit

By Grand Products



**Grand Products, Inc.**, has captured the fun, skill and excitement of electronic darts, with it's new **301 Bullseye Pinball Conversion Kit** introduced at the ACME '86 Show held in Chicago, Illinois.

Designed to **retrofit Bally** standard 4-player electronic pinball games (except 6 Million Dollar Man and wide bodies), the 301 Bullseye Kit contains all components needed to convert an (older) but working Bally electronic pinball into a game with the look, sound and play appeal demanded by todays players.

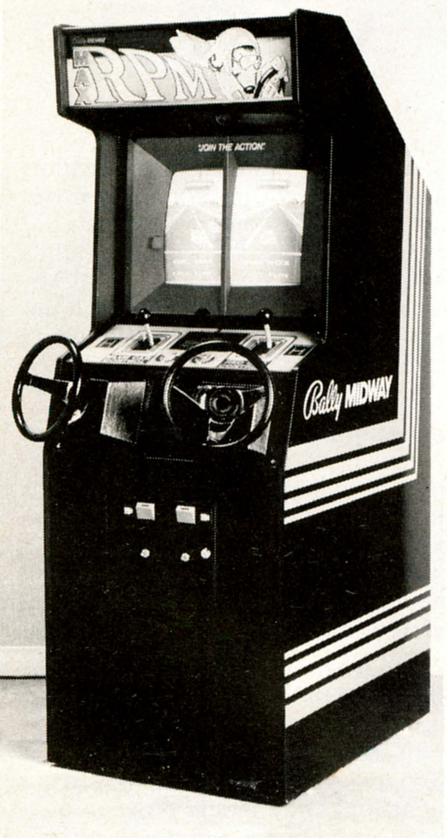
Scoring on 301 Bullseye is similar to its electronic darts counterparts. The playr starts with 301 points, then reduces his score by being awarded 50 points for a bullseye, and 1 thru 20 points for respective targets hit, plus special double and triple point value

bonus feature award. Each time the player reduces the score to zero, a "301 Win" game is awarded and score is reset at 301 for continued play.

Also, when the player lites the D-A-R-T lanes, then scores a bullseye, the game counts down to zero, awards a "301 Win" game, then restes to 301 for continued play. The object of 301 Bullseye is for the player to win as many "301 Win" games as possible.

The 301 Bullseye Pinball Conversion Kit consists of a new program proms, completely cabled ready to install playfield, new backglass and cabinet side decals, auxillary lamp driver board, new sound board, cables, connectors, hardware, and easy to follow installation and instruction manual.

## MAX RPM By Bally Midway



**Bally Midway** takes a winning theme to the max with **MAX RPM**.

There's something for everyone in this high performance driving video. **MAX RPM** includes drag race, city track and country road events. And the realistic 4-speed shifter, road feel steering and challenging driving skill features will keep players coming back for more.

Unique to **MAX RPM** is the split video screen that encourages two player interaction. **Bally Midway's** exclusive "Join the Action™" buy-in feature lets players join in the excitement at any time and increases operator's collections.

**MAX RPM** combines a time-tested theme with exciting new features to make it truly a Revenue Producing Machine.

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## "All The World Loves A Lover"



American Productivity Corporation has a number of interesting machines: The Personality Mood Analyzer, the Test Your Memory machine and the Perfect Matchmaker.

**The Personality Mood Analyzer** is a high-tech information machine that provides a personality or mood analysis based on user selection of colours. It is attractive and strongly constructed.

High response computer processes input, then displays current personality or mood information analysis of the user based on the order in which four large, illuminated coloured buttons are

pressed. It is ideal as a countertop or it can be used with optional matching steel pedestal. The information is displayed on a superior digital display strip window on the top of the machine face.

**The Test Your Memory machine** analyses memory retention level and displays the results with flashing computer lights. It plays upon the player's desire to beat the machine and the player has to repeat the sequence of colours flashed by the machine by pressing pads to activate lights in the same order. A delay of more than three seconds during play will terminate the player's score. The results are indicated by lights flashing along-side readings, e.g. 12-29 Fair, 30-55 Good, 56-109 Excellent, 110-209 Genius, and 210 or over too good to be true!

**The Perfect Matchmaker.** The world public has a constant interest in matters of love and the relationships of people so this machine does not have to beg for attention. Players are told to "Select-a-Mate" and he selects the most desirable characteristics of his ideal mate from the selections provided, (e.g. healthy, good looking, intelligent, humorous, romantic, wealthy,

and sexy). Having made the selection then comes the surprise. The player is asked to now select the least desirable characteristic — from the same qualities listed — and as they are all so very good it is very difficult to select.

A sophisticated computer then analyses and displays a description of the player's perfect mate.

**It can be hilariously funny and I predict it will coin in the cash in any of hundreds of locations for which it would be suitable.** The quality of the machine, like the others mentioned, is excellent.

Robert Currie said: "Wherever there are people, shopping malls, airports, drugstores, cafes and restaurants, pubs and clubs, it is suitable. On a site in Illinois it is currently taking \$210 a week on average."

**Contact: Robt Currie:  
American Productivity  
Springfield, Illinois  
217-753-4528**

## Weatherhead

*Continued from page 35*

### Answer:

It's aroused a lot of positive interest, especially amongst vendors of cigarettes and other high priced vended items. However, ops are on the whole cautious, one reason is that they don't seem to be able to get firm prices as to what it's going to cost them to convert their machines to take it.

### Question:

Can you see any longer term effects on the industry because of Games Arcades bringing a greater section of the public into contact with games at your Expo?

### Answer:

Yes, we think it will not only rekindle a lot of interest in games by former players, but will also show parents that there is nothing inherently bad about pins and videos, and even introduce them and their children to the fun to be had playing them. We think that Expo's Arcades will certainly benefit the industry out here long after Expo '86 is over!

## Amusement Assoc. of Ontario

*Continued from page 24*

ment, vehicles, spare parts, labour, value of conversions. The whole thing is fraught with complications and difficulties. Could the industry get exemptions, at least for play revenue? All these must be considered.

The message is quite clear, the Music, Games and Amusements industry must learn all it can about this V.A.T. matter and be ready to get together nationwide to make certain that its problems are brought forward to politicians and its interests recognized and protected. This is the immediate problems facing operators, distributors and manufacturers. **FORWARDED IS FOREARMED.**

The A.A.O.'s next meeting is to be held at the Constellation Hotel 7:30 - 10:00 P.M., October 13th. Another interesting session is promised.



## Taito America's New Conversion Kit "Gladiator" Victorious In The Video Arena

"GLADIATOR'S" sophisticated technology has generated advanced graphics and sound," says **Paul Moriarity**, President of Taito America. "We have the largest character images ever seen in this type game. The player really feels like he is in a fight to the death."

The Gladiator battles his way through four stages against tough opponents, each with his own unique way of fighting, his own strengths and weaknesses, his own strategy.

The Gladiator can become stronger and temporarily invincible by breaking magic crystal balls, creating protective barriers and arming himself with additional swords and spears along the way.

The **GLADIATOR deluxe kit** converts any horizontal raster monitor and includes PC board, control panel overlay, monitor cover plexiglas, marquee, wiring harness, instructions, control stickers, drilling template, buttons, FCC cage and PCB mounting brackets.

**GLADIATOR**, the latest kit from **Taito America**, has all the excitement and color of heroic battles fought against evil warriors in the days when knights in armor reigned supreme.

## Merit Industries And Bumpers Amusements Sponsor Dart Tournament

**Merit Industries** and their Northwest distributor, Bumpers Amusements of Spokane, Washington, sponsored a \$1,000 Coeur d'Alene Open Dart Tournament on April 11-12 at Paddy's in Coeur d'Alene, Idaho. Twelve of Merit's **Bull Buster Darts' games** were used for the competition.

According to Steve Livingstone, President of Bumpers Amusements, soft-tip darts are relatively new in North Idaho and this was the first promotion of its kind in the area. Teams competed in a Draw Your Partner event on Friday evening with home dart boards, sets of darts, and beer and sandwiches being given away as prizes.

Seventeen doubles teams com-

peted on Saturday for the \$1,000 in cash prizes.

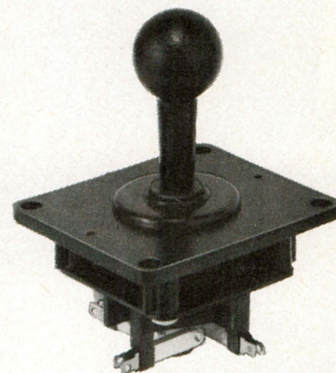
Twenty-nine shooters competed in an Open Singles event on Saturday evening. Taking first was John Keel of Troy, Montana, with second going to Bill McCarthy of Coeur d'Alene.

**Merit** representative **Dan Fuller** was present throughout the competition and stated that a series of similar tournaments are planned to take place at Paddy's throughout the summer. A summer league involving several Coeur d'Alene taverns is also being planned. For information, interested individuals may contact Steve Livingstone at: Bumpers Amusements, N. 2829 Ruby, Spokane, WA 99027; 509/326-6053.

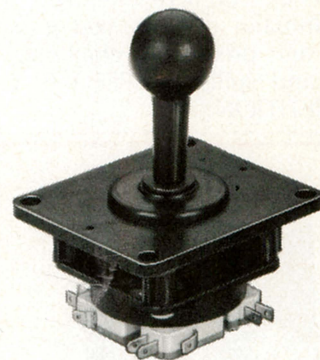


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gain time and bonus points.

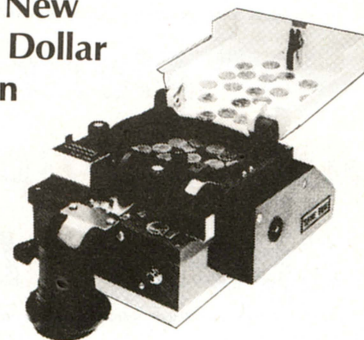
The players senses of sight and sound will be tantalized with **SPEED BUGGY'S** 3 color monitors and quadraphonic sound system.

SPEED BUGGY'S sleek design enables it to be ideal for almost any arcade location

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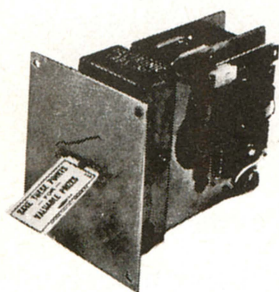
The portable light-weight Counter/Packager that can go on the road with you.

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## THE TICKET DISPENSER —WITH EXPERIENCE

**DELTRONIC LABS** DL-1275 Ticket Dispenser is now available in kits—for quick and easy installation on existing video, pinball and novelty games.

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Now this time-tested dispenser is incorporated in kits for the same dependable performance on your present games.

You can renew player interest with tickets for awards and bonuses—and keep them playing again and again and again!

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# Standard Change-Makers Adds Medeco Lock Option

Customers of **Standard Change-Makers bill and coin changers** now have the option of ordering **Medeco (R) High Security Key Locks** on their changers.

The **Medeco Lock** option was added recently at the request of several distributors and regular customers.

The **Medeco Locks** are UL-listed and have hardened steel inserts designed to resist all forms of physical attack.

A "patented double-locking action makes them virtually pickproof" and Medeco's key control system limits key distribution.

According to **John S. Dugan, Standard Change-Makers' national sales manager**, the **Medeco Locks** must be specifically requested when ordering changers.

For more information, call or write: Standard Change-Makers, Inc., 422 E. New York Street, Indianapolis, IN 46202. Tel. (317) 639-3423.

## Or in Canada:

Standard Changemakers,

Robert A. Marentette  
6006 Van Den Abelee  
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# New Computer Controlled Changers by Standard Change Three Different Bills...\$1, \$2 and \$5



Standard Change-Makers' new 3-Bill Canadian Computer Changers are available in both floor console and wall-mount cabinetry. The floor console models can change 3 bills, (\$1, \$2 and \$5), plus 25¢ coins. They include 1 to 4 bulk-loading hoppers that each hold up to \$800 (3,200) quarters, \$750 (7,500) dimes or \$200 (4,000) nickels. The wall-mount model changes \$1, \$2 and \$5 bills. Both machines include bill stackers that automatically separate, face and stack up to 1,100 bills. Both are micro-processor controlled; they can add, subtract, totalize, accumulate, audit themselves and even self-diagnose any problems that might occur.

**Model PS83152C** floor console changes \$1 bills into 4 quarters, \$2 bills into 8 quarters, \$5 bills into 20 quarters and 25¢ coins into 2 dimes and 1 nickel. It includes 3 bulk-loading hoppers and holds 3,200 (\$800) quarters, 7,500 (\$750) dimes and 4,000 (\$200) nickels. It includes a bill stacker holding 1,100 bills of all three denominations and its heavy steel maximum security cabinet has 2 doors (bottom door opens to storage area) and 3 locks.

**Model S62152C** wall-mount changes \$1 bills into 4 quarters, \$2 bills into 8 quarters and \$5 bills into 20 quarters. It includes 2 bulk-loading hoppers that hold up to 6,400 (\$1,600) quarters. It, too, includes a bill stacker for all 3 denominations and a heavy steel maximum security wall-mount cabinet. An optional pedestal stand is also available.

For full information and prices on these and other Standard Change-Makers for Canadian bills and coins, write or call:

**Standard  
Change-Makers**

Montreal office: 6006 Van Den Abelee  
St. Laurent, Que. H4S 1R9 • Tel. (514) 332-2196

Home office: 422 E. New York St., Indianapolis, IN 46202  
Tel. (317) 639-3423. Telex STANCHANG IND 276073  
Distributor: Navend Industries, Toronto, Montreal and Vancouver







# To Unveil Industry's First Compact Disc Jukebox!

Seeburg will introduce on June 21 the long anticipated viewing of our industry's first Compact Disc Jukebox called the "CD-600 Crusader"... "with the new look... the new listen" to be available July 1st.

In a recent interview with **Replay Magazine**, **Bob Breither**, **Seeburg's Marketing Director**, was understandably reluctant to reveal too many specific details on the innovation, preferring to save the glitter for the distributor meeting. However, he did give **Replay Magazine** some of the salient points about this machine, which many considered the biggest break-through in coin-op music since the "old" Seeburg ushered in the era of the 45rpm box:

## The Crusader Can Offer Around 600 Individual Song Selections

...based upon its 60 CD record capacity (each CD is an album offering up to ten or more songs).

Individual songs can be selected from each album and the scanning time between selections, according to Breither, is "short".

The machines shipped from **Seeburg** will accept currency rather than coins!

The latter point deserves explanation... Production machines will operate on paper money (vending three songs for a dollar, for example, 18 or 20 for a five-dollar bill). The unit can, by operator option, go to silver coinage, but the spirit of the **Compact Disc** machine will be "paper-op" rather than coin. Speaking of "paper," the price of the machine, according to Mr. Breither, will be "a modest increase over a new audio phonograph's price."

In actual play, customers punch up desired tunes and hear them in order of the **Compact Disc** "album" placement in the mechanism. That is, the machine puts precedence on the songs on each album rather than on the time individual selections were punched up. So, if the customer before you and the guy after you played Stevie Wonder songs, they'll play before your selection from a different album.

The cabinet will be "modern... something suitable to the CD breakthrough," Mr. Breither says, but that's all he says right now. The title strip panel, considering the fact that up to 600 tunes are to be listed, will also be "different... but easily read by the players." The cabinet, by the way, will have some special graphic features pointing out the machine's use of CDs.

## The compact disc configuration itself is the hot rage in the consumer recording business.

These small laserdiscs offer superior sound quality... a quality that listeners seem able to distinguish.

**Seeburg's Crusader** will have a speaker system devoted to this concept and they will also supply ancillary speakers for special locations if so ordered (the unit will also have a remote sound control knob).

Record stores stock CDs in relative abundance these days, although some of the hotter titles aren't always available. While the recording community comes more "up to speed" (catches up with consumer demand), **Seeburg** also has some ideas up its own sleeve.

Mr. Breither advised that the company will provide some special details on programming availability at the Itasca meeting (old-timers will remember that **Seeburg** issued "starter packages" of 45's back when their old machine was originally introduced).

**Seeburg** has tested a couple of the new machines at Chicagoland bistros and Breither reported that the sound quality coaxed several local papers in to check it out and put some ink in their papers. "They're working nicely," he declared.

## CD Player By Sony

From the service standpoint, the people from **Sony** (who

*Continued on page 52*

CANADIAN COIN BOX MAGAZINE

\*\*\*AWARD WINNING COIN-OP & MIDWAY\*\*\*

# SPORTS GAMES

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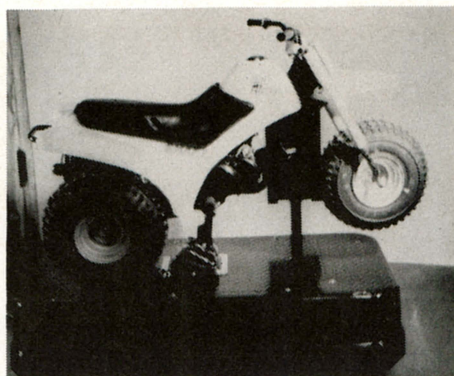


# Latest In Top Profit Kiddie Rides



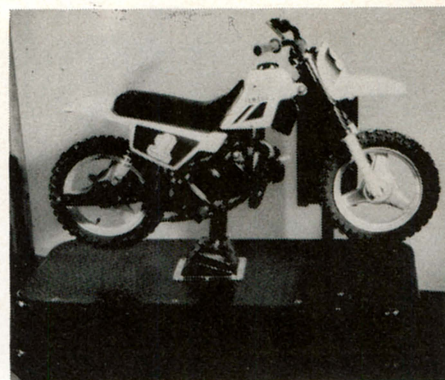
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## George's

*Continued from page 16*

### Question:

What do you think of the new games?

### Answer:

They are better than they used to be, more reliable and they play well... and don't come out so often which is a good thing, it helps us.

### Question:

What's the commission structure in your area of operations, 50/50?

### Question:

Generally it's 50/50 but in some cases we have been able to get a little better 60%/40%. We also ask for \$6.00 per machine per week to take care of service and parts.

### Question:

How are Quebec Laws? Your business is subjected to changes, as are all others in this industry, is it not?

### Answer:

They keep changing from time to time and have caused us a lot of trouble. In Montreal, by-laws keep popping up from time to time and we are affected badly, lose business, have to go to law and that's always expensive. As an example, up to 1985 we had age restrictions in Montreal affecting young people under eighteen, not to be allowed entrance to an arcade, but we won this case.

Another discriminating law against our business is that the city of Montreal does not allow any new licences for arcades or places with one or more machines. This is hurting us tremendously.

### Question:

Has there been any noticeable effects on the coin machine business in Quebec due to poker and similar games?

### Answer:

Definitely yes. The poker games which are present in large numbers and licensed by the government of the Province at \$500.00 have certainly cut into our business and slowed it down from what it would otherwise be.

### Question:

Have you seen any changes in the business situation over the last year and more particularly during 1986?

### Answer:

There's been a gradual increase and it's continued over the past five months of this year, and we hope that it will continue, but this is an up and down business. First Music was the big thing, then Pinballs came on strong... Then some seven years ago Video games appeared and boomed to almost the exclusion of Pinball games and Juke Boxes. Finally in 1983 Videos declined rapidly and since then pinballs have come back strong! Meanwhile, Music, Pool, Guns and others have come up slightly and continue at lower levels than Videos and Pinballs. Videos still comprise most machines to-day.

### Question:

And, as to the future of the business?

### Answer:

**"The future is good because Music, Games and Amusements have become an established**

*Continued on page 52*



\*\*\*AWARD WINNING COIN-OP & MIDWAY\*\*\*

# SPORTS GAMES

ACTION PACKED  
ARCADE & MIDWAY  
GAMES



Strike it Big!

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plus HOOP SHOT!  
BATTER UP!  
SPEED BALL

Go with the  
WINNERS!

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## George's

Continued from page 52

part of life." We do depend upon manufacturers to bring out good and different games at regular intervals. The new games are badly needed to sustain the youth market which is very demanding, yet important to our business. Adults too still want to play Videos, Pinballs and other games, but they have to be good and challenging machines.

"I've been in this business, for many years, hopefully I'll be "sticking around" for a long time because I know it's a good business to be in despite its ups and downs."

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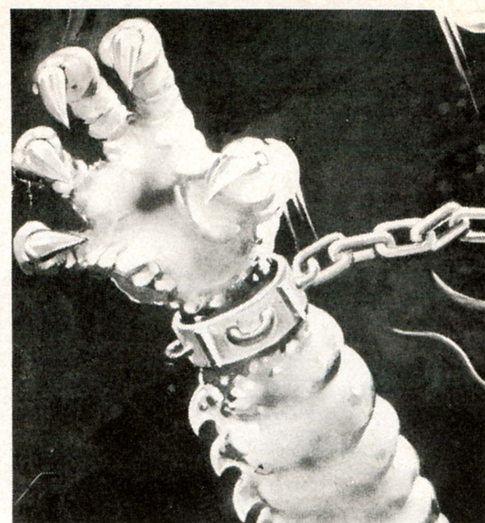
# Williams

## GRAND LIZARD

The next exceptional pin  
from  
the exceptional pin maker!

The newest hit from the maker of exceptional pins is a masterpiece of a game called **Grand Lizard**.

A 3-dimensional replica of a lizard's head literally rules over the playfield with a mighty roar, flashing eyes and sinister tongue that serves as a ramp to direct game play. The game itself comes to life with the sounds of the jungle. Drum beats, the rhythm of native chants, and the squawking, chattering and trumpeting of wild animals intensify play action. Features such as multi-ball™ mystery score and magna-save™ keep players coming back game after game after game.



**Grand Lizard** appeals to operators equally as strongly as it does to players. Reliability and quality assurance are the keys. Each game's circuit boards have gone through 24 hours of continuous burn-in. Each complete game has been up and running for a minimum of 4 hours and a team of 40 quality assurance experts has tested each and every facet.

The pivoting playfield reveals remarkably intelligent software such as automatic switch testing which can identify a malfunctioning switch, automatically re-program play around it and spell out on the alphanumeric display exactly which switch needs repairs. The display also provides the player with instructions and the operator with adjustable feature information. Automatic replay percentage is offered.

The result is another quality Williams game that's a reliable money-maker.



Continued from page 50

provide the CD player) have already begun to educate Seeburg service personnel who in turn will educate distributor people.

## Jukebox Title Strip Unique... With Over 600 Tunes Listed

Software is important with this new machine and Seeburg will have a few surprises in store for its dealers in that regard at the Itasca convention.

Those who wonder how players will be able to read the CD titles should know that Seeburg is going to offer overlays showing selection numbers that are placed over the miniature CD album jacket which will serve as the "title strip".



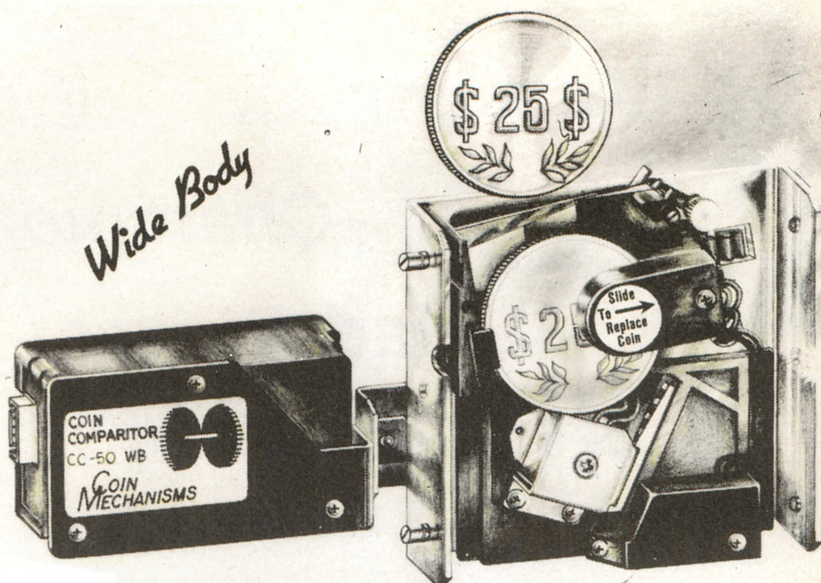
# Laniel Canada

## Appointed

## Exclusive

## Canadian

## Distributor



## For Coin Mechanisms' Comparitor

Laniel Canada Inc. of St. Laurent (Montreal), Quebec has recently been appointed as the exclusive distributor for Canada of the products of **Coin Mechanisms Inc.** of Elmhurst (Chicago), Illinois.

**Jean-Marc Laniel**, a principal of the Montreal company has expressed great satisfaction at his firm's being able to offer this company's unique coin acceptors primarily of interest to Music, Games and Amusements operators, but as well to other sectors of the coin machine industry here.

**Coin Mechanisms Inc.**, by appointing Laniel Canada as its Canadian agent, has expanded its activities throughout the world. . . . Already it has agents in Spain and Australia and has also recently affiliated with a well-known and widely-regarded British company, **Eurocoin**, and that move has given it strong representation in Europe and Turkey.

**Coin Mechanisms** is particularly active in supplying coin mechanisms to the entertainment and gaming industries for which it manufactures an extensive range of acceptors to take a large range of coins and tokens, and as well it also makes face plates and other components.

According to **M. Laniel**, two items on offer are of exceptional interest to Canadian operators. . . . They are a low priced **coin-chute** to take the Canadian 25¢ piece and the **CC-40 Comparitor** which embodies some very unique features. The coin chute, going for around \$10.00, replaces present units in a very few minutes — only a couple in fact. . . . It is purely mechanical, employs a string cutter, validates quarters by thickness and serrations on the circumference, and can be adjusted for coin thickness checks. . . . It's all metal and gives good protection.

The **CC-40** is a very advanced electronic acceptor/rejector of all metal construction 3.4 x 4 x 1.65 inches in dimensions so that it will fit into standard openings. This comparitor lives up to its name because it actually does

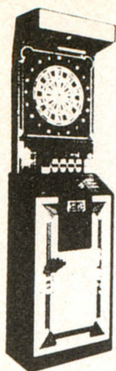
compare money used with the coin put into it to establish a basis for comparison.

The way it works is as follows: Suppose it is set to accept/reject 25¢ pieces — the coin, in this instance a 25¢ Canadian piece is inserted into a special place in the unit. Thus it becomes the basis of comparison for 25¢ pieces put into the coin slot to activate the jukebox, game or amusement. . . . And, it will also work with the **new Canadian dollar coin** when it comes out the beginning of 1987.

Verification is done electronically and with any "standard" coin desired. . . the size, weight, density and dimensions of it are electronically taken. When a coin is put in to buy an item or service, the comparitor literally compares it with respect to the basic coin put into it. If the buyer's coin compares favourably with it, it is accepted; if it is found to differ. . . it is rejected. As **Denis Laniel** says, "If you were to put a washer into the **CC-40** and leave it as a basis for comparison, it would only accept similar washers, at the same time rejecting different washers as well as coins. The **CC-40** will also reject flipped pennies or coins attached to strings which can be pulled out of some equipment after "setting it off". This unit cancels any credit if anything put in moves backwards or up the chute. It too can be installed or replace other units in a few minutes. It will operate on AC or DC current from 12 to 30 volts. There is a screw adjustment to rapidly change the sensitivity of acceptance/rejection. . . . And, the CC-40 comparitor is competitively priced with other acceptors.

**Laniel Canada's** technicians have exhaustively tested the **Coin Mechanisms'** products by extensive usage and are most pleased with their performance, and **Jean Marc Laniel** says that a large number are now in stock. At present, pending the appointment of agents outside the Province of Quebec, **Coin Mechanisms'** Compositors and acceptors can be had directly from **Laniel Canada**.





**Arachnid**



# English Mark Darts Championship Had Biggest Ever Held!

English Mark Darts, manufactured by Arachnid, Inc., has scored again! The \$25,000 English Mark Darts BullShooter National Challenge was a tremendous success, 1324 entries from 37 different states and three foreign countries played in the **Biggest darts promotion** ever in the coin-op industry!!

Held Memorial Day weekend in Chicago, the tournament drew players of all kinds, young and old, seasoned veterans and surprising rookies, from as far away as Alaska and Australia, to as close to home as the tavern across the street from the tournament location. **The 81 English Mark Darts boards** used in the tournament performed flawlessly throughout the three day event, much to the delight of the huge crowd of players and spectators.

310 players entered the Open Singles event, far and above the 256 team limit most place on a double elimination tournament event. From the 310 field, Tom Pace of Rockford, IL won the \$2,000 top single prize.

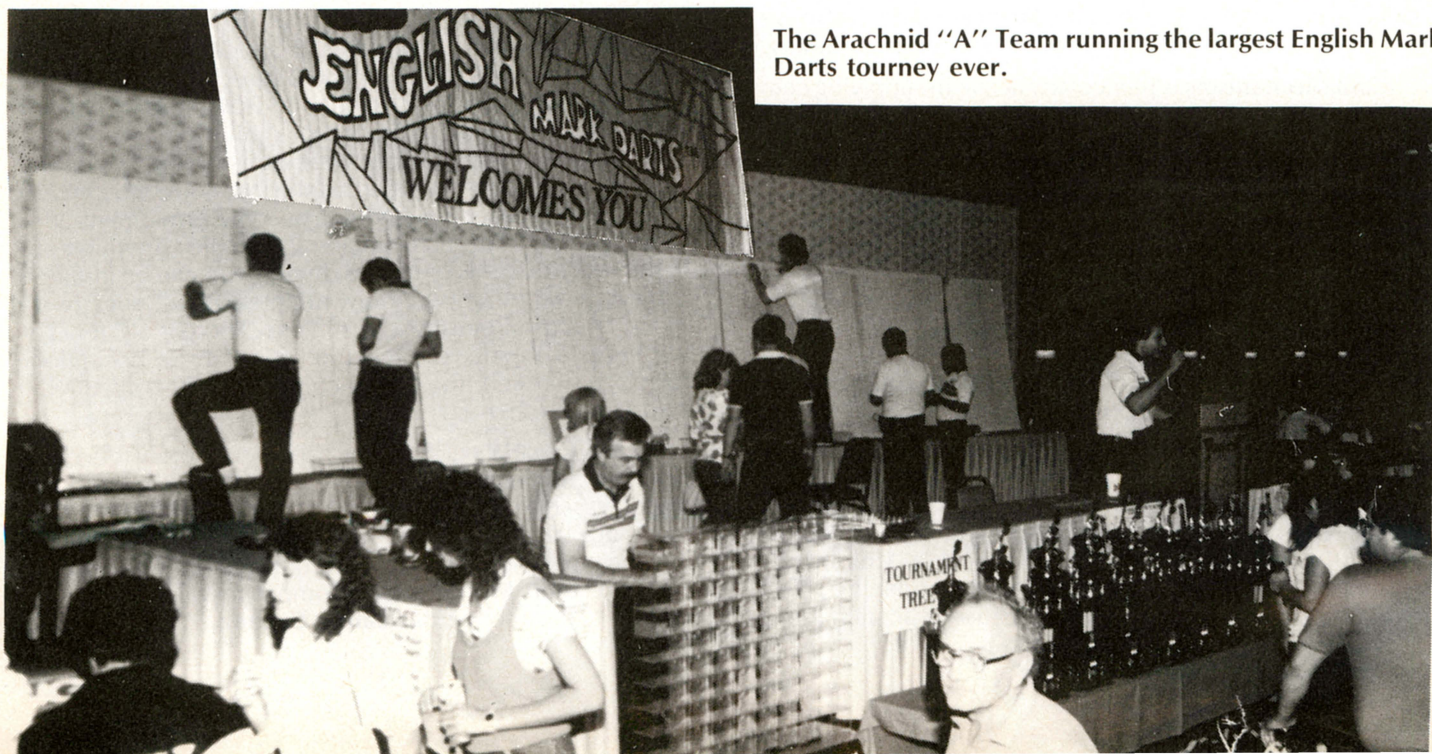
- 204 teams entered the Open Doubles...that's 408 players, in the largest tournament event.
- Joe Fawaz and Richie Grant took \$1,000 each home to Houston, Texas for first place.
- Mixed Doubles drew 199 team entries, including \$2,000 winners Bill and Colleen Washburn of Chicago.
- 104 Womens Doubles teams played, winners being Judy Roewer and Colleen Washburn, both from the Chicago area.

Operators entered their league players through membership to the **BullShooter Magazine**, Arachnid's Official English Mark Darts publication. BullShooter members receive 50 copies of the magazine each month, and were eligible to buy 12 to 36 entry certificates for their league players.

## "This is a fantastic promotion from the Operator's standpoint,"

...says **Russ Peters**, Editor of the BullShooter. "It's designed to complement the Operator's existing league program by providing a National Tournament that their players can attend. The Operator can award the entry certificates to whoever he chooses, without a lot of additional time and effort. Some Operators simply awarded the certificates to league champions...some had a playoff and awarded them...some just asked their players who was willing to go to the National Challenge and represent their league." This practical approach proved to be an innovative and highly popular format among both the Operators and players.

English Mark Darts, the BullShooter, and Arachnid, Inc. advised that they would like to thank all the Operators from 37 states and three countries that participated in this, the largest and most successful, English Mark Darts promotion ever! All \$25,000 was given out, plus prizes and trophies...looks like 13,000 players might show up next year!



The Arachnid "A" Team running the largest English Mark Darts touney ever.



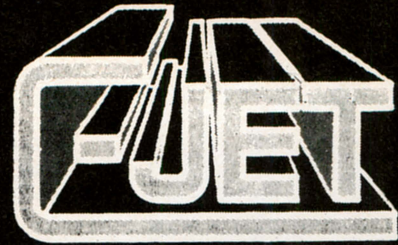


Paul Beall congratulating Bill and Colleen Washburn.



Judy Roewer, Paul Beall, and Colleen Washburn.

A larger crowd of shooters has never been assembled.



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<EDMONTON> INC.

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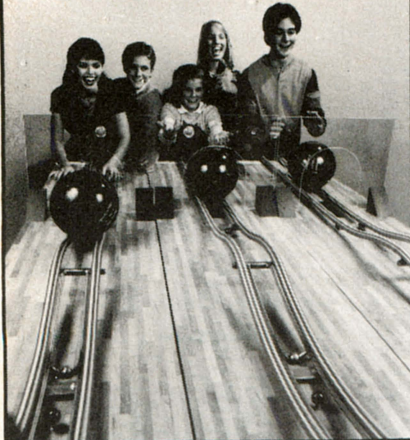
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### It's hot and getting hotter!

Our coin operated Bowler Roller is everything you want. Growing popularity, quality construction, dependable operation and excellent profits. Call us today!

#### Bob's Space Racers, Inc.

427 15th Street, Daytona  
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Telephone: 904-677-0761

Manufacturers and designers of games  
since 1970.

Manufactured in the U.S.A.

## Powers Joins The "A" Team At Arachnid

**Bernard M. Powers** has joined **Arachnid, Inc.**, Manufacturer of **English Mark Darts**, as Director of Marketing and Sales. Powers takes to Arachnid 14 years experience with a vertically integrated coin operated equipment company, having been involved with manufacturing, distribution, and operating. Along with extensive industry experience he has undergraduate degrees in Marketing and Management and a Masters in Business Administration.

"**Bernie Powers** is a welcome addition to the English Mark Darts staff," says **Paul F. Beall**, President of Arachnid, "he has excellent experience at all levels of the industry."

"I'm happy to be onboard with a team of industry professionals." Comments Powers, "Arachnid is in another period of strong growth, and that is very exciting." Arachnid has experienced tremendous growth both in the U.S. and overseas markets. An example of this was the recent tournament that drew contestants from 37 states and three countries. Next year it is anticipated that as many as twelve countries



will be involved in this international competition.

## New!! "Hollywood Heat" Pinball By Premier Technology



**Premier Technology** is currently in production of their latest "blockbuster," **HOLLYWOOD HEAT!**

**Hollywood Heat** features all new 8-digit scoring, 2 ramps, 3 separate bonus levels and awesome multiball action. Together the artwork, game play and popular music, arranged by Ken Hale, could make **Hollywood Heat** one of this summer's biggest hits.

**Hollywood Heat** evokes a theme not unlike the hit TV series 'Miami Vice,' although there is no actual "promotional tie-in". The backglass, as on **Raven**, is one large color photo showing a dapper dude with two bikini-clad models by a fiery-red Ferrari Daytona automobile on Miami's Ocean Blvd.

The sound package produced by Ken Hale (who also did the effects on **Raven** and others)...the Latin-type "mood music" gives the players a sense of street drama heightened by intermittent sounds like machine gun firing (tied in with specific target shots).

The board has a ramp, multi-balls, a captive ball in tandem with a "Heat Bumper," six drop targets, six spot

targets, four flipper bats and a whole variety of lanes, rollovers and other scoring targets to keep the player quite busy and on his toes at all times.

### New Innovations

The game has some other innovative things...the player can get a readout on certain bonus points he's run by pressing the right flipper button between balls (those extra points are added to the final score at game's end). When two are playing, another solid thing sometimes comes up: one player may sink his ball but leave one or more multi-balls in the lock holes; the following player could then "steal" those locked balls if he shoots skillfully enough.

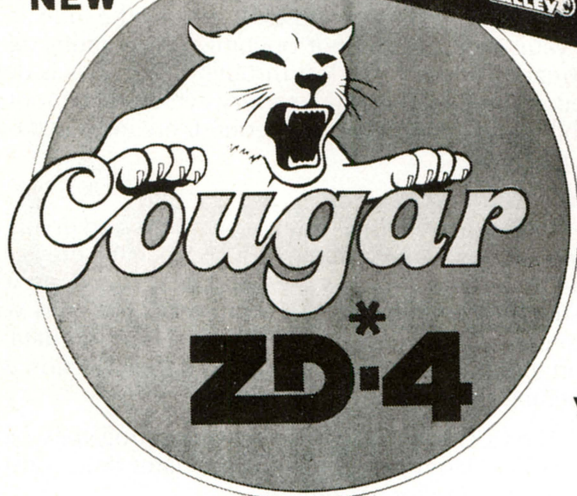
To further reward the more skillful players, **Hollywood Heat** introduces 8-digit scoring!

While **Raven** has chalked up big numbers for **Premier** (it's their biggest run to date), advanced distributor orders taken by Jeff Walker at three regional meetings clearly show that **Hollywood Heat** will beat it.





**The  
NEW**



## Valley "Operator Designed"

### Coin Pool Table

Introduced at the **ACME** Exposition, a new coin-operated pool table from **Valley** is the table "operators helped design," says **Alan Schafer**, Vice President of Marketing for **Valley**. The table is called the **COUGAR ZD-4** for its **Zero Defects** engineering and for the **four straight** AMOA "**Most Popular Pool Table**" Awards the Cougar has won — in 1982, 1983, 1984, and 1985, every year the Award has been given.

"To begin with, we think this new **COUGAR ZD-4** is the quality table distributors and operators have been looking for," continued Schafer. A table they can count on to stay in play, with an absolute minimum of downtime for servicing. We went beyond just designing a new table. . . we engineered our manufacturing procedures so that we could select, test and assemble to the most rigid inspection standards possible. "We're convinced the **COUGAR ZD-4** is the most trouble-free coin operated pool table the industry has ever seen," he emphasized.

#### 50¢ To \$1. Play

Several new features of the **COUGAR ZD-4** are especially important. The coin chute housing has been redesigned to make servicing easier, less costly and with minimum down-time. The new cabinet is all plywood, 3/4", solid core. The compression spring counter arm has been strengthened to assure accurate counting over a longer period.

A durable high-pressure laminate, 45/1,000" thick, covers sides and top rails. In an attractive Classic Mahogany pattern, this laminate resists stains, scuffs, and burns. Finally, the operator has the option of adjusting the standard 50¢ play up to \$1.00, with a new "state-of-the-art" heavy-duty coin mechanism that withstands player abuse.

All of these improvements have been added to the quality "**Tavern-Tested**" features that made the **Cougar** name the industry standard — "Cat's Eye" 2-1/4" cue ball, reliable ball separator, one-piece ball return, hardwood rails, genuine imported Italian slate, slate support system, reinforced fiberglass legs, and many others. The **COUGAR ZD-4** is available in the standard sizes — 85", 88", 93" and 101".

"The industry is going to ask us why we took a chance with our success. . . why we moved on from the **Cougar Cheyenne** when it was so popular," **Schafer** went on. The **Cougar Cheyenne** was — and is — a quality table, the standard of the industry, but **Valley** has always been the pool table manufacturer that 'listens'. Operators had some excellent suggestions for table improvements and we did something about it! "We will continue to focus on the needs of operators, after all, that's what **put** us first and what will **keep** us there!", **Schafer** concluded.

- Laniel Automatic Machine Inc  
151 CH Rockland Rd.  
Montreal, Quebec  
Canada H3P 2W3  
(514) 731-8571



# New Coin Cycle Management System Introduced For Coin Laundry Industry

A new cash management system for the Coin Laundry Industry, which accurately records in print every washer and dryer cycle used and relevant cash expected, is now being introduced by **Coinamatic**. . . Canada's largest Coin Laundry Organization.

The product was developed in conjunction with **Mars Electronics**, Folcroft, Pennsylvania.

Field tested over two years in thousands of coin laundry machines, the Coin Cycle Control (CCC) system, which is easily and quickly installed in coin-op washers and dryers, consists of a small recorder equipped with a microprocessor and solid state memory and a hand-held data reader which receives information from the recorder by simply holding it near the control panel on the washer or dryer. Approximate cost is \$100. per machine, overall.

The recorder, which installs behind control panels on any major brand of commercial machine, monitors virtually every machine operation — coin insertion, service door access, cash vault opening and machine cycle time including free cycles.

Collecting data from each machine takes only seconds. Each hand held reader or interrogator has a 32k memory — good for 500 machines — and is designed for rugged route operator conditions. Security is assured by a special code which may be individually created to prevent unauthorized data collection.

## ACCURATE CASH CONTROL:

Collected information is processed in an IBM PC Computer to produce comprehensive management reports. Accurate and timely cash accountability is obtained by comparing expected cash with the actual cash counted. Problems due to free cycles or service door access are also detailed. This knowledge allows operators to take fast, preventative measures before further revenue is lost. But accurate cash control is only one advantage of the system. The CCC also provides invaluable data on machine performance, management information and service performance which combine to drastically reduce operating costs.

## MACHINE PERFORMANCE:

The CCC counts cycles for each machine. As a result, uneven machine use can be identified and prevented by reorganizing equipment. This leads to lower repair costs.

Machine life is extended because machines can now be

retired based on actual use (cycle counts), rather than on a set time period. Unusually long cycles on dryers, often not reported by customers, can also be detected and serviced promptly.

## MANAGEMENT INFORMATION:

Because the CCC records the time and date of each collection, workloads can be assessed per route and manpower allocated accordingly. The CCC records the time and date of vault and service door openings, pinpointing all unauthorized entries. Cash lost through free cycles is detected because the CCC identifies every cycle run without coins, while valid customer refund requests are indicated by "NO RUN" cycles.

## EASY TO INSTALL:

The recorder easily installs in washers and dryers in less than 45 minutes with minimal skill. Since the only exposed part is a small window, the recorder functions without detracting from the machine's appearance. This window protects the optical element used to transmit data to the portable data recorder and permits data collection without opening the machine.

The CCC features a serviceman's interrogator which provides detailed repair data and eliminates time-consuming, cumbersome manual reports.

This hand-held interrogator records the machine's identity and location as well as the time and date of service. After the repair, the interrogator then assists the serviceman in entering data on the part serviced and the type of repair performed. Part numbers and categories of tasks are stored right in the interrogator's memory. A second interrogation records the time of completion, thus providing detailed reports of repair and travel.

## The benefits of this service information include:

- Record of service costs by location.
- More productive repair time.
- Repair cost standards that permit accurate measurement of performance.
- Elimination of office time needed to manually record repair and service data.
- Specific identification of problem parts causing excess service calls.
- Detailed repair and parts usage information.

Coinamatic Canada Inc., one of the largest coin-operated automated laundry system operators in North America is currently on an aggressive conversion program aimed at installing the CCC in all of their equipment.

Forty years of route experience in the coin laundry industry has taught Coinamatic Canada Inc. that true efficiency is possible only with fast, reliable information. Easily installed and operated, the COIN CYCLE CONTROL System provides this information — about cash, equipment, manpower, and more. The end result — a more efficient and profitable operation.

Contact: **Coinamatic**, Toronto, 416-237-1946.



**Expo '86**  
**Nov. 6 - 8**  
**Chicago**



New



# Weight Check✓

## Scale Prints Out:

- Amount Calories You Should Take
- Amount Calories Needed To Reduce Your Weight
- Ability To Take Two Quarters Each Customer

This computerized scale is part of the health and fitness program now so popular.

Weight Check Corporation introduced **Computaweigher**, a coin operated, computerized weighing scale over three years ago and advise they were the first in the world to do so. However, we have now introduced their latest model, **Weight Check**, the world's first two-program 50¢ scale. Program 1 gives full weight analysis for 25¢; Program 2 is an optional program for an extra 25¢ which gives full calorie analysis:

- a) Amount of calories necessary to sustain one's weight and;
- b) A guide for the amount of calories needed per day to reduce one's weight.

### ✓ Features:

- ✓ Not one but Two programs:
  - 1) Weight Program
  - 2) Calorie Program
- ✓ Ability to receive Two Quarters from every customer.
- ✓ User friendly
- ✓ Built out of solid steel and will certainly be around for the next 20 years
- ✓ Dispenses a thermal tape for customer record
- ✓ Ability to print your own advertisement on each printed ticket absolutely free



- ✓ Location ad can be changed as desired
- ✓ Fixed head printer for clear, trouble free print-outs
- ✓ Very low voltage for safety
- ✓ Top of the line load cell that continually checks itself to assure accurate weight

- ✓ Big BOLD fluorescent L.E.D.'s for easy reading
- ✓ Futuristic design
- ✓ Attractive chip-proof finish

Contact: **Weight Check**  
1350 Shore Drive,  
Arlington Heights, Ill.  
60008, 312-253-2981



## Introduces Rack And Roll Pool Game In Countertop And Kits

A new game has been added to **Status Game Corporation's** product line, **Rack and Roll** — This is not your ordinary pool game, it is accurate like a real pool table, set cue speed, set angles, aim and bank shots like a real pool shark.

This is the first and only pool game available in a dedicated countertop as well as kits for all style cabinets.

For more information contact Status Game Corporations Sales Dept. at 1-800-835-7434 in Connecticut.



# ...Join & Support The Only Organization Fighting For Your Right To Carry On Your Business Amusement Association of Ontario

Isn't it time all Ontario Operators and Distributors joined the Amusement Association of Ontario and gave it the support it truly deserves?

The industry needs a strong single voice and legal knowledge to fight the growing restrictions politicians and councils at all levels are trying to put into law.

Every one of you is affected. Do your share. Carry a bit of the big load. Don't be a hitchhiker and freeloader. Join up!

## Amusement Association of Ontario

Unit #12 — 330 Gage Ave., — Kitchener, Ont. N2M 5C6

### OFFICERS

- |  |   |   |
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| • Joe Lau, Treasurer<br>(416) 752-3527       | • Ihor Kit, Secretary<br>(416) 766-3336 |   |

### Membership Application

I (We) hereby apply for membership in the Ontario Amusement Association.

(Company Name) \_\_\_\_\_

(Address) \_\_\_\_\_ (Telephone) \_\_\_\_\_

Classification: 1) Manufacturer  
2) Distributor 3) Operator  
4) Arcade 5) Location

Name(s) and Address(es) of Owners(s): 1) \_\_\_\_\_

\_\_\_\_\_

Membership Fee of \$350.00  
must accompany this application.

2) \_\_\_\_\_

Membership Fee Enclosed

\_\_\_\_\_ Yes \_\_\_\_\_ No.

3) \_\_\_\_\_

Membership Renewal \$250.00

\_\_\_\_\_

Signed: \_\_\_\_\_

(Company Name)

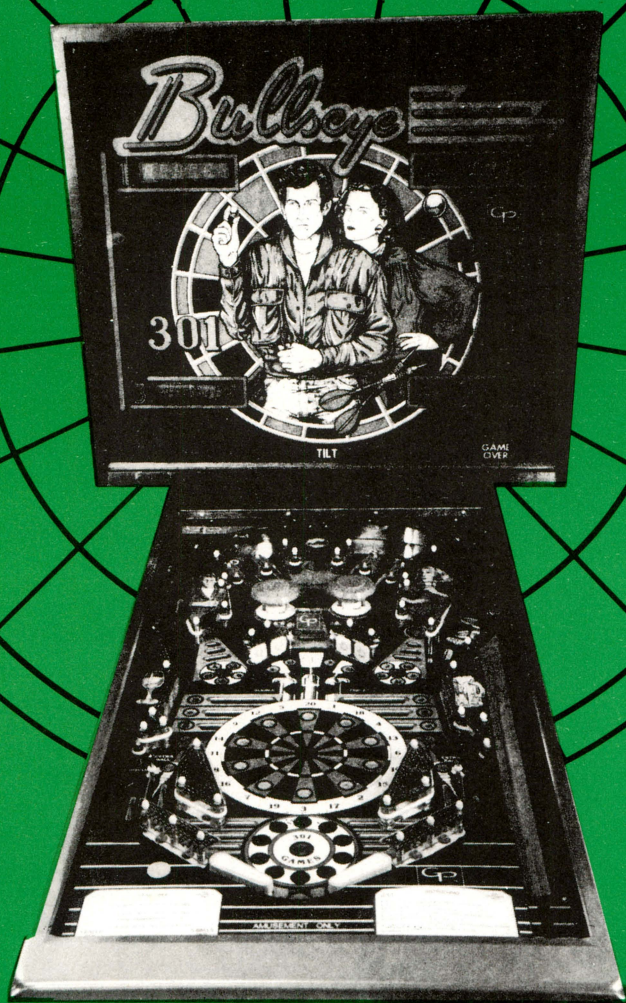
(Date) \_\_\_\_\_ Per \_\_\_\_\_

### Important!!! Read This!!!



*Be on Target!*

# 301/BULLS EYE



## By Grand Products

Grand Products, Inc. has translated much of the fun, skill and excitement of electronic darts to its new **301 Bullseye pinball conversion kit**. Designed to retrofit Bally standard 4-player electronic pinball games (except '6 Million Dollar Man' and wide bodies), the **301 Bullseye kit** contains all components needed to convert an older but working Bally electronic flipper into a game with the look, sound and play appeal demanded by today's players.

Scoring on **301 Bullseye** is similar to its electronic darts counterparts.

When, the player lites the D-A-R-T

lanes, then scores a bullseye, the game counts down to zero, awards a "301 Win" game, and then resets to 301 for continued play. The object of **301 Bullseye** is for the player to win as many "301 Win" games as possible.

The conversion kit consists of new program PROMs, a completely cabled, ready-to-install playfield, new backglass and cabinet side decals, auxilliary lamp driver board, new sound board, cables, connectors, hardware, and an installation and instruction manual.

Contact Grand Products, 775 Nicholas Blvd., Elk Grove Village, IL 60007; 312/593-2770.

## Merit's 'TRIVIA WHIZ IV' Has New Categories



There are over 10,000 new questions in new categories of Sports, Entertainment, Strange But True or Rock 'n' Pop Music; all contained in a new question module for Merit's video game.

Operators who already have an earlier version of **Merit's 'Trivia Whiz'** need only buy the latest module and pop it on the board.

Operators who wish to buy the whole game in dedicated form (upright, cocktail and cabaret available) may get it in versions I, II, III, or IV. Or, the game can be purchased in kit form to convert entirely different games to 'Trivia Whiz'.

The new question module will reprogram the game to say "Version IV" onscreen in the attract mode. Purchase of the new module also includes stickers (to put on the cabinet) which say "Trivia IV," "Rock 'n' Roll Trivia" and "Strange but True Trivia."

New categories in Sports include Martial Arts, Record Breakers, Girl Jocks, Hunting and Fishing, plus many more.

New Entertainment categories include 'Saturday Night Live', 'All in the Family', 'Hitchcock Movies, Who Played?', among others.

Merit's first all-music category, Rock 'n' Pop, includes such categories as the Beatles, Early Rock, British Invasion and Rock Today.



## New Data East Horizontal Kit "Express Raider"



**Express Raider** — The Wild West has never been so Wild as Data East brings to you the all new horizontal hit KIT — **Express Raider**.

**Express Raider** combines two distinctly different types of game play in one. The player uses both his fighting skills and his marksmanship abilities to rob the express train of its Gold.

During the fighting sequence the **Express Raider** jumps on top of the moving train. Armed with only his fighting skills he must face train guards, yielding rifles, shovels and bottles etc. . . as he makes his way to the engine to "Get the Gold". He then mounts his horse and takes on armed sharpshooters in his quest for more gold.

The intense and versatile game play combined with "State of the Art" graphics make **Express Raider** a great earning game!

**Express Raider** comes also as a "Convertible Upright."

## Premier's Pinball Conversions "Booster-Pack" — "Rock Encore"

**Premier Technology** will release a new concept in pinball conversion. The product name is Premier "**Booster-Pack Rock Encore**".

A "**Booster-Pack**" will be a "**No Solder**" conversion kit for their hit game "**Rock**".

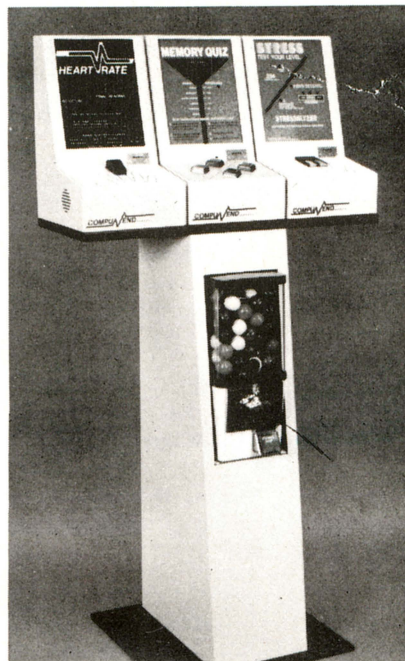
This pack will change the sounds and the backglass artwork. The new backglass will be a photograph giving the game an appealing new look. The conversion will take less than 15 min-

utes to install and could be done on location.

**Premier** believes that "**Rock Encore**" will enhance the earnings of the game with a minimal investment. This also gives the operator the ability of rotating his pin without even moving the game.

"**Rock Encore**" will also be available for a limited time as a dedicated game. Both will be available in March.

For further information call (312) 350-0400.



## Compuvend Intros 'The New Generation'

'The New Generation' is a convertible system approach for **Compuvend's** line of personality-type and health-testing novelties. With this new hardware, the operator can convert from among six different games, available as easy-to-install interchangeable "kits".

These kits (one comes with the basic cabinet; the other five are purchased separately) are snap-in electronic units which can convert the cabinet from (or to) 'Stress Test,' 'Psycho-Analyzer 2001,' 'Heart Rate,' 'Memory Quiz,' 'Bio-Scanner' and 'Sex Reactor'.

Each game features unusual play attractions such as sound effects, LEDs, etc. Mounting options include table, wall and pedestal (holds from one to three machines).

For more information contact your local distributor, or for referral it's Compuvend, 9145 Glen Oaks Blvd. Sun Valley, CA 91352; 818/504-0684.





# **PACIFIC VEND DISTRIBUTORS**

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- Lowest prices in Canada
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- Distributor for all major lines
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- In-house warranty

### **ATARI**

Super Sprint ..... \$6,890.00

### **BALLY**

Motor Dome Pinball ..... \$2,990.00

Stomp'n' Kit ..... \$1,295.00

Name That Tune Kit ..... \$ 775.00

### **CINEMATRONICS**

World Series (System & Kit) ..... \$1,690.00

### **DATA EAST**

Speed Buggy ..... \$5,390.00

### **NINTENDO**

Super Mario Bros. Pak ..... \$ 360.00

Gumshoe Pak ..... \$ 490.00

Mighty Bomb Jack Pak ..... CALL

### **PREMIER TECHNOLOGY**

Raven Pinball ..... \$2,890.00

### **SEGA**

Space Harrier-Ride On ..... \$9,690.00

Space Harrier-Upright ..... \$4,990.00

Quartet ..... CALL

Shooting Master-Upright ..... \$3,890.00

### **WILLIAMS**

Grand Lizard Pinball ..... CALL

### **TEHKAN**

Gridiron Fight ..... \$3,490.00

World Cup-Upright ..... \$3,690.00

### **STATUS**

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